



## **Change A Light, Change The World 2007 Campaign**

**Summary Report, Results, and Lessons Learned**

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## Introduction

The Environmental Protection Agency (EPA) introduced the national Change a Light, Change the World fall lighting campaign in 2001. The campaign serves as a framework for cooperation between national, regional, and local ENERGY STAR partners in delivering a coordinated message to the public regarding the energy-saving benefits of qualified lighting products. This was the seventh year that MEEA has participated in the national Change a Light, Change the World promotion. The goals of the promotion were as follows:

- Achieve unit sales of 1,306,938 ENERGY STAR labeled CFLs and corresponding energy savings.
- Raise consumer awareness of the energy-saving and environmental benefits of using ENERGY STAR qualified CFLs
- Increase consumer recognition of the ENERGY STAR label
- Establish a low price point for CFLs in targeted markets
- Leverage state and utility dollars to gain the investment of resources in the promotion by manufacturer and retailer partners
- Demonstrate to retailers that investing in the promotion of ENERGY STAR qualified CFLs can be financially profitable and yield positive public relations

Achieving these objectives required a coordinated effort involving state, utility, manufacturer, and retailer sponsors in four states (IL, IN, MO & MN) in addition to the program implementer, Wisconsin Energy Conservation Corporation (WECC). Thanks to the combined efforts of these partners, the promotion achieved the following results:

- 1,309,538 ENERGY STAR qualified CFLs were purchased in four states
- 66,917,261 kWh annual savings with the CFLs sold through the promotion
- 468,420,827 kWh will be saved over the life of the CFLs
- 155,282 Midwest consumers were served (does not include consumers that purchased at Home Depot or Menards locations)
- Advertising, point of purchase materials, and education by trained retail associates raised consumer recognition of the ENERGY STAR label and awareness of the benefits of qualified CFLs
- Over \$266,000 in matching rebate contributions were leveraged from MEEA's manufacturer and retailer partners
- 496 retail locations participated

Enough energy will be saved throughout the life of the CFLs sold during the campaign to power 40,383 homes for one year and to keep 562,107 tons of carbon dioxide from being released into the atmosphere. These and various other public benefits generated by the effort have produced a resounding success. This report details the process of organizing the campaign and its results.

## Promotion Sponsors

MEEA received funding from 17 sponsors across the region for the 2007 campaign including:

- AmerenUE (Missouri)
- Aquila (Missouri)
- City Utilities of Springfield (Missouri)
- Columbia Water and Light (Missouri)
- Crawford Electric (Missouri)
- Missouri Department of Natural Resources
- Independence Power and Light (Missouri)
- Kansas City Power and Light (Missouri)
- Empire District Electric Co. (Missouri)
- ComEd (Illinois)
- Xcel Energy (Minnesota)
- Minnesota Department of Commerce
- Moorhead Public Service (Minnesota)
- Willmar Municipal Utilities (Minnesota)
- Alexandria Light & Power (Minnesota)
- Southern Minnesota Municipal Utility Association
- Indianapolis Power and Light (Indiana)

Access to the promotion was offered to retailers in Illinois, Missouri, Indiana and Minnesota. Targeted markets included: Chicago, St. Louis, Kansas City, Joplin, Arnold, Springfield (MO), Minneapolis, St Paul, Rochester (MN), and Indianapolis (IN). Refer to Attachment A for a full list of participating retailers and their locations. As in previous years, MEEA coordinated its efforts with Wisconsin's Focus on Energy program, as well as other regional organizations participating in the Change a Light, Change the World campaign. This cooperation enabled MEEA to increase leverage with industry partners and benefit from economies of scale in the design and production of promotional materials and advertising.

## Contractors

MEEA selected Wisconsin Energy Conservation Corporation (WECC) to implement the 2007 Change a Light, Change the World campaign for the seventh year in a row. The promotion was modeled after successful CFL promotions that WECC had designed and implemented for Focus on Energy in Wisconsin. Working with WECC simplified regional coordination because WECC was already implementing the promotion for Focus on Energy in Wisconsin, Minnesota Power, Otter Tail Power, and Great River Energy in Minnesota, as well as Alliant Energy and MidAmerican Energy in Iowa. Coordination with WECC allowed for the campaign to appear seamless to consumers across the Midwest and afforded MEEA greater leverage with which to negotiate favorable terms with manufacturers and retailer partners. WECC demonstrated expertise in negotiating financial and logistical contributions from industry partners, recruiting retailers, organizing advertising in local markets, and administering the fulfillment of incentives.

EA Langenfeld (GE Rep group) was instrumental in delivering POP signage, rebate coupons, and faxing updates to the Ace Hardware, True Value, and Do it Best stores in all states. EA Langenfeld also assisted in the initial recruitment of stores in MN, MO, IL, and IN.

## Industry Partners

MEEA and WECC (on behalf of Focus on Energy, Minnesota Power, Otter Tail Power, Great River Energy, Alliant Energy, and MidAmerican Energy) issued a joint request for proposals to collaborate on the Change a Light, Change the World promotion to manufacturers and retailers. Through a competitive bid process, Ace Hardware Corporation, Do It Best, True Value with manufacturer General Electric (GE) and Home Depot with manufacturer TCP were selected as the primary retailer/manufacturer teams\* to support the promotion. In the ComEd service area, Menards along with Osram Sylvania were also included in the promotion. The decision to select these retailers was determined by the following factors:

- Ace Hardware had the widest distribution of stores throughout each sponsor's service territory of any retailer. In select areas where the number of Ace stores is limited, True Value and Do it Best retailers were also selected.
- Ace retailers along with GE had hosted the promotion for the last six years, which allowed MEEA and WECC to build on existing relationships and avoid the expense of building new ones.
- GE's offer of financial support including a \$.55 contribution to a \$2 instant rebate, cooperative advertising support, and printing of point of purchase materials (POP) was greater than their competitors.
- Home Depot and Menards are major retailers that offered the potential to sell a large volume of CFLs in select utility service areas.
- GE was the only manufacturer to offer the use of its merchandising contractors (EA Langenfeld) to provide in-store support including recruiting stores as well as retailer training at select stores.

\* Please note that in the Kansas City Power and Light and Columbia Water and Light service area, MEEA also worked with GE and HyVee Grocery stores. This decision was made due to the fact that there were limited participating Ace Hardware stores in this service area. The product offering at these HyVee locations and financial support from GE was very similar to the Ace Hardware program.

## Promotion Strategy

In order to achieve a sustainable increase in the penetration of ENERGY STAR qualified CFLs in targeted markets, a promotion must work to expand both supply and demand. To accomplish this, MEEA once again chose to employ a combination of pushing and pulling strategies for the Change a Light, Change the World campaign.

- ♦ ***To facilitate supply (market pull):*** Program resources were leveraged to gain financial and logistical support from CFL manufacturers and retailers, vesting their interest in the success of the promotion. These partnerships allowed MEEA to influence the product and price offered through the promotion. In addition, MEEA gained Ace Hardware, Do it Best, True Value, GE, Home Depot Corporate, TCP, Menards, and Osram Sylvania's endorsement of the campaign. The approval of the corporate offices aided in the recruitment of independent hardware retailers and Home Depot and Menards locations. Furthermore, it was necessary to work with these allies to ensure a sufficient supply of CFLs to accommodate the promotion plan.
- ♦ ***To increase demand (push):*** The program utilized a \$2 instant rebate at Ace Hardware, Do it Best, and True Value locations, and a markdown / buydown program at Home Depot and Menards coupled with consumer education on the benefits of CFLs through radio, print advertising, press releases, and point of purchase materials.

## Promotion Design and Process

### ***Coordination***

A "top down" communication strategy was utilized to leverage existing manufacturer and retailer infrastructure and communication channels in the coordination of the Change a Light, Change the World promotion. This approach utilized existing communication channels, increasing the promotion's effectiveness while holding down costs.

Manufacturer and retailer buy-in is key to the success of any retail-based promotion initiated by a third party. To ensure buy-in, MEEA and WECC worked closely with the Ace Hardware, True Value, and Do it Best Cooperative

along with TCP and Menards to design a promotion that would appeal to independently-owned hardware stores and to the corporate-owned Home Depot and Menards stores. In addition, Ace Hardware used its buying power to help MEEA and WECC negotiate favorable terms with GE.

Many of the Ace Hardware retailers organize themselves into regional advertising cooperatives designed to share the cost of advertising in their respective markets. Moving down the distribution chain, WECC worked with these regional groups to coordinate the recruitment of individual retailers and the placement of advertising.

This top-down strategy proved effective in quickly gaining buy-in from the stakeholders. Furthermore, it addressed all of the channels necessary to coordinate the efficient distribution of product, promotional materials, and information to participants.

### ***Roles and Responsibilities***

#### ***MEEA***

- Secure funding from sponsors
- Secure commitments for support from industry partners
- Approve marketing and other materials that contain sponsor logos
- Provide overall administration of the program
- Work with the various sponsors to secure approval of coop advertisements

#### ***WECC***

- Help secure commitments for support from industry partners
- Recruit advertising groups and individual retailers
- Communicate with retailers and manufacturer merchandising reps regarding instant rebate procedures and advertising
- Coordinate advertising
- Provide retailers with in-store support and training
- Administer the fulfillment of the instant rebate
- Coordinate activities among industry partners
- Oversee delivery of POP signage and in-store coupons

#### ***General Electric***

- Supply product
- Print and help distribute POP materials
- Provide field support through its merchandising provider, E.A. Langenfeld
- Contribute \$.55 toward the \$2 instant rebate

#### ***E.A. Langenfeld***

- Assist with delivery of the POP materials in Minnesota, Illinois, Indiana, and Missouri
- Provide training to retailers in the above-listed states
- Track and manage the order allocation
- Send out broadcast fax communication to stores notifying them of the availability of CFLs for the promotion
- Provide WECC with weekly updates on orders in order to track allocation

#### ***Ace Hardware, Do it Best, True Value Corporation***

- Procure CFL product
- Assist in communication with participating retailers
- Manage product ordering system and warehouse distribution to retailers

### ***Ace Hardware Advertising Groups***

- Place advertising for the promotion
- Assist in the recruitment of individual retailers

### ***Ace Hardware, Do it Best and True Value Retailers***

- Merchandise eligible CFLs
- Build and maintain promotional displays
- Provide customers with instant rebate discount
- Submit instant rebate claim forms for reimbursement

### ***TCP and Osram Sylvania***

- Supply Product
- Print and help distribute POS materials
- Track and manage order allocation
- Manage product ordering system and warehouse distribution to retailers

### ***Home Depot and Menards locations***

- Procure CFL product
- Provide instant discount to consumers
- Display utility-approved point of purchase signage

### ***Target Markets***

As mentioned previously, funding constraints required MEEA to narrow the scope of the Change a Light, Change the World promotion to specific targeted markets within each sponsor's service territory. Target markets were selected based on a number of considerations including:

- Sponsor preferences
- The size and composition of local Ace Hardware advertising cooperatives and their volume potential
- The availability of media and cost of advertising
- Proximity to local sponsors' offices
- The existence of any advertising groups

### ***Product and Pricing***

The product strategy for the Change a Light, Change the World campaign was designed to expand the selection of product, while offering maximum value. To accomplish this, the following selection criteria were developed:

- Increase the selection of CFLs by encouraging retailers to offer "specialty type" CFLs
- Choose CFLs that could be offered to consumers for less than \$2 per bulb after the \$2 instant rebate or discount, while remaining profitable for retailers
- Use only ENERGY STAR qualified CFLs in order to ensure quality and performance

The pricing strategy for the promotion aimed to achieve the following goals:

- Provide consumers with an exceptional value as an incentive to try ENERGY STAR qualified CFLs
- Establishing a low price point (before rebate) in targeted markets
- Allow retailers to make a sufficient profit to motivate them to continue to promote ENERGY STAR labeled CFLs

MEEA worked closely with Ace Hardware, Do it Best (DIB), True Value (TV), and GE to choose eight or nine models of CFLs that could meet all of the aforementioned product and pricing criteria. A \$2 instant rebate was MEEA Change A Light, Change the World 2007 Promotion

offered in conjunction with the promotion in order to ensure an exceptional value for participating consumers. This instant rebate was funded cooperatively by state and utility sponsors and GE. The following table details the products, approximate price points, and instant rebates offered during the promotion.

| <b>GE Model Number</b>        | <b>CFL Wattage</b> | <b>Suggested Retail Price</b> | <b>Instant Rebate Amount</b> | <b>State/Utility contribution</b> | <b>GE Contribution</b> | <b>Price After Rebate</b> |
|-------------------------------|--------------------|-------------------------------|------------------------------|-----------------------------------|------------------------|---------------------------|
| 16460                         | 13W                | 2.99                          | 2.00                         | 1.45                              | .55                    | .99                       |
| 15516                         | 20W                | 2.99                          | 2.00                         | 1.45                              | .55                    | .99                       |
| 15517                         | 26W                | 2.99                          | 2.00                         | 1.45                              | .55                    | .99                       |
| 24684 (TV)                    | 32W                | 8.99                          | 2.00                         | 1.45                              | .55                    | 6.99                      |
| 47464 (TV & DIB)              | 14W                | 6.99                          | 2.00                         | 1.45                              | .55                    | 4.99                      |
| 24691 reflector (DIB)         | 11W                | 5.99                          | 2.00                         | 1.45                              | .55                    | 3.99                      |
| 49895 outdoor bug light (Ace) | 11w                | 6.99                          | 2.00                         | 1.45                              | .55                    | 4.99                      |
| 49894 (Ace)                   | 11w                | 6.99                          | 2.00                         | 1.45                              | .55                    | 4.99                      |
| 20708 (R30)                   | 15W                | 5.99                          | 2.00                         | 1.45                              | .55                    | 3.99                      |
| 47484 globe (TV, Ace)         | 11W                | 6.99                          | 2.00                         | 1.45                              | .55                    | 4.99                      |
| 85384 (TV & DIB)              | 14W                | 6.99                          | 2.00                         | 1.45                              | .55                    | 4.99                      |
| 47483 (Par 38)                | 26W                | 8.99                          | 2.00                         | 1.45                              | .55                    | 6.99                      |

It is important to note that although most retailers followed the suggested retail prices established by MEEA and the corporate offices, a minority chose to sell the bulbs at either a higher or lower price. Because the participating hardware stores are independently owned, Federal antitrust legislation prohibits the standardization of prices, or “price fixing.”

MEEA worked with TCP to choose four models of Commercial Electric and n:vision multi-pack CFLs that were available at Home Depot Locations. The following table details the products, price points, and instant rebates offered during the promotion.

| <b>Model Number</b> | <b>CFL Wattage</b> | <b>Suggested Retail Price</b> | <b>Instant Rebate Amount</b> | <b>State/Utility contribution</b> | <b>Price After discount</b> |
|---------------------|--------------------|-------------------------------|------------------------------|-----------------------------------|-----------------------------|
| 148-545 (4 pack)    | 9W                 | 7.97                          | 4.00                         | 1.10 per bulb                     | 3.97                        |
| 150-062 (2 pack)    | 19W                | 5.97                          | 1.00                         | 1.10 per bulb                     | 4.97                        |
| 150-127             | 14W                | 4.97                          | 1.00                         | 1.10                              | 3.97                        |
| 161-301 (2 pack)    | 23W                | 7.97                          | 3.00                         | 1.10 per bulb                     | 4.97                        |
| 161-340             | 23W                | 6.97                          | 1.00                         | 1.10                              | 5.97                        |
| 423-599 (4 pack)    | 14W                | 4.97                          | 1.00                         | 1.10 per bulb                     | 3.97                        |
| 738-704             | 23W                | 5.97                          | 1.00                         | 1.10                              | 4.97                        |
| 772-720             | 42W                | 9.97                          | 1.00                         | 1.10                              | 8.97                        |
| 772-739             | 19W                | 5.97                          | 1.00                         | 1.10                              | 4.97                        |
| 772-869             | 14W                | 3.97                          | 1.00                         | 1.10                              | 2.97                        |
| 772-879             | 9W                 | 3.97                          | 1.00                         | 1.10                              | 2.97                        |



MEEA worked with Menards and Osram Sylvania and chose a 13W 2 - pack. The following table details the product, price point and instant rebate offered during the promotion at participating Menards locations:

| <b>Model Number</b> | <b>CFL Wattage</b> | <b>Suggested Retail Price</b> | <b>Instant Rebate Amount</b> | <b>State/Utility contribution</b> | <b>Price After discount</b> |
|---------------------|--------------------|-------------------------------|------------------------------|-----------------------------------|-----------------------------|
| 29131 (2 pack)      | 13W                | 5.97                          | 4.00                         | 1.10 per bulb                     | 1.97                        |

***Quantity Restriction***

As part of the 2007 promotion, MEEA established a quantity restriction of twelve ENERGY STAR qualified CFLs per instant rebate claim form for purchases made by consumers at retail store locations in all sponsor service areas except Missouri.

A quantity restriction of six ENERGY STAR qualified CFLs per instant rebate coupon was enforced for purchases made at retail locations in Missouri.

***Allocation Strategy***

In order to prevent oversubscription, MEEA and WECC employed an allocation strategy designed to limit the number of CFLs that retailers could purchase from GE for the promotion. The limit was based on the available rebate budget in each area. Retailers were encouraged to purchase as many CFLs as they thought they could sell prior to the start of the promotion, with the understanding that their orders would be reduced by a percentage across the board in the local state or utility’s area in the event that orders exceeded the allocation. In the event initial orders did not exceed the allocation retailers would be allowed to purchase the remaining CFLs in whatever quantities they wanted on a first-come, first-served basis. WECC issued letters to retailers each time they ordered CFLs alerting them to the maximum number of bulbs they would be allowed to sell using the instant rebate.

EA Langenfeld monitored the allocation and closed the offer to retailers in each market when they reached the maximum allocation. This system required a significant amount of coordination between WECC and EA Langenfeld, which was time-consuming. It did, however, prove highly effective in controlling the volume of CFLs sold by retailers in each market. WECC continues to recommend that MEEA use a similar strategy on future programs.

For participating Home Depot and Menards locations, the allocation strategy was set up in a different manner. WECC provided TCP and Osram Sylvania with a bulb allocation for each store or group of stores prior to the promotion launch date. Once the promotion started, TCP and Menards provided weekly sales data showing the total number of bulbs that each store sold. When the weekly cumulative sales data met the total allocation, Home Depot and Menards ended the promotion.

***Retailer Recruitment***

The recruitment of local retailers in targeted markets across a broad geographic region and on a limited budget was accomplished in part by working through contacts made with the advertising cooperatives during previous promotions. As mentioned previously, many of the participating hardware retailers organize themselves into regional advertising cooperatives for the purpose of sharing in the cost of common advertising. In this way, they benefit from economies of scale, pooling their funds to purchase more prominent advertising than they would be able to buy individually. Working through these groups provides MEEA the same opportunity to benefit from these economies, allowing retailers to negotiate agreements to share in the cost of common advertising with cooperative members. Because these groups choose promotions and place advertising on behalf of the entire group, participation in the promotion was mandatory for all members in the event a majority chose to participate. WECC worked to leverage cooperative advertising dollars to gain the participation of each group in targeted markets. This system for recruitment continues to be highly effective, allowing WECC to play upon the group dynamic and their experience

during the previous promotions to quickly recruit retailers in each target market without incurring the costs associated with visiting retailers individually. It also meets Ace Hardware Corporation's requirement that the promotion be offered to all retailers equally in each market. In more rural areas, and in target markets where there was no group advertising association, EA Langenfeld and WECC staff made personal recruitment visits to prospective stores.

Between WECC and EA Langenfeld, seven Field Reps and staff members canvassed the ComEd service area and made personal recruitment visits to all eligible locations. In order to recruit the stores in the most efficient manner possible, mapping software was used to plot out the locations of the eligible retailers. Field reps were then assigned lists of stores they were responsible for recruiting. While this recruiting method was very labor intensive, it proved to be effective. Over 61% of the eligible retailers signed up as participants.

For the participating Home Depot and Menards stores, individual store recruitment was not necessary. The Home Depot and Menards Corporate office provided a commitment that the stores in the participating utility areas would participate and the stores were not offered individual co-op dollars due to the fact that Home Depot and Menards are unable to easily create ads for specific store locations.

### ***Advertising***

The Change a Light, Change the World advertising strategy was formulated to leverage the public relations value of the promotion and cooperative advertising dollars to gain retailer support for both the placement and cost of advertising. When possible, WECC worked to negotiate 75% matching contributions toward the cost of advertising with each of the Ace Hardware, Do it Best and True Value Hardware individual stores not part of an advertising group. This year MEEA once again created a CFL ad template, and in doing so made the approval process much more efficient. The only requirement was that the retailer needed to use the correct sponsor logo. An example of the ad template is included in this final report (Attachment B).

A budget was set for advertising in each target market based on the cost of advertising, quality of media, and unit sales goals. Each Ace Hardware advertising group used its knowledge of local market conditions and media to customize an advertising plan that maximized the exposure purchased with advertising funds.

Media included print advertising in newspapers, "shoppers," and placement in Ace Hardware circulars. The most efficient means of advertising the promotion in a number of markets was through Ace Hardware circulars. Ace Hardware advertising groups pool their funds to purchase and distribute these circulars in newspapers and via direct mail. All of the advertising groups purchase the circulars from either Ace Hardware Corporate or Atlantic Press, a private advertising firm. WECC worked with both companies to design an ad in each circular, which was customized with local sponsor information. The economies of scale achieved by making a "bulk purchase" of advertising in cooperation with the advertising groups allowed the largest possible number of consumers to be touched with the available funds. In the ComEd service area, MEEA worked with the True Value marketing manager and provided funding to support a region-wide postcard advertising campaign.

MEEA required print advertising to include the Change a Light, Change the World ENERGY STAR logo, sponsor logos, price after instant rebate, and language stating who sponsored the instant rebate. MEEA mandated that radio advertising mention Change a Light, Change the World, include language stating who sponsored the instant rebate, and price after instant rebate. It was further recommended retailers communicate the following feature/benefit information in advertising:

- Use 75% less energy than incandescent light bulbs
- Last up to ten times longer
- Save \$30 or more in energy costs over its lifetime
- Produce 75 percent less heat

The Change a Light, Change the World logo and theme served to tie the local promotion to other regional and national campaigns. Including sponsor logos and language added credibility to the offering while maximizing the

public relations value realized by sponsors. Incorporating feature/benefit information worked to communicate the key selling points for the idea of switching from incandescent light bulbs to CFLs.

For the participating Home Depot and Menards stores, the stores were not offered individual co-op dollars due to the fact that large corporate retailers are unable to easily create ads for specific store locations. In the ComEd service area, ComEd created Change A Light print ads that mentioned all participating retail chains, with the address of the ComEd CARE website which featured links to a store locator. The store locator was updated regularly as individual retailers sold out of product. ComEd's ads were run in an intensive, three-week campaign in the Chicago Tribune and the Chicago Sun-Times, and complemented an ongoing television advertising campaign promoting CFLs.

In leveraging its relationship with TCP and Home Depot, WECC and MEEA were able to place sponsor logos for Ameren and ComEd in a full-page USA Today advertisement promoting the Change A Light program. This advertisement reached a readership of 5.2 million, and was done so at no cost to either sponsor.

### ***Point of Purchase Materials***

In order to reduce costs and ensure that MEEA's sponsors received the most comprehensive in-store display for their dollar, it was decided once again to use the same point of purchase (POP) template for the materials created for Wisconsin's Focus on Energy program. Each state's materials were customized with the logos of only the local sponsors in that state. These eye-catching pieces highlighted the features and benefits of ENERGY STAR qualified lighting including:

- Use of 75% less energy
- Last up to 10 times longer
- Save \$30 or more in energy costs over the CFL's lifetime

As in previous promotions, WECC coordinated an effort to deliver point of purchase materials to individual stores using E.A. Langenfeld and WECC representatives. Due to the larger scale of the 2007 promotion, MEEA also utilized the services of a mailing house to deliver point of purchase promotional materials to the participating retailers in the ComEd service area and parts of Minnesota and Missouri. The mailing house services proved to be a very cost-effective option. For the stores that received promotion materials via the mailing house, phone calls were made to all stores 3-4 days prior to the start of the promotion to verify that the retailers received all coupons and signage. Retailers were provided with the following materials:

- Directional signage (Attachment C)
- Shelf Shouters & Price Point signage (Attachment D)
- Promotional/Endcap banners (Attachment E)
- Reward forms/coupons (Attachment G)

TCP sent out point of purchase material to all participating Home Depot stores in IL and MO. The approval process for this material took a little longer than expected and resulted in delayed signage to retailers. Signage was delivered Saturday, September 29 and phone calls were made Friday, September 28 to each participating Home Depot lighting manager. This call explained that they should expect the POP materials the following day and that they must be posted Monday, October 1, for the start of the promotion.

### ***Bill Stuffers***

Utility bill stuffers / inserts continue to be one of the most effective tactics to promote the Change A Light Campaign. Ameren UE, ComEd, and Kansas City Power & Light were three of the sponsors that implemented a bill insert / newsletter program. Retailers from these service areas commented that consumers were actually bringing the bill inserts to the stores. When sponsors plan on promoting the program through direct communication with their customers, MEEA insists on the opportunity to vet the language being used. In this way, MEEA ensures that the messaging, timeliness, and consistency of the copy benefit both the sponsor and the program at large. In cases where this language is not approved, there lies the risk of consumer confusion and PR backlash. For example, this year the call center received phone calls from Ameren consumers stating that they were unable to find 100W bulbs for \$0.99 at MEEA Change A Light, Change the World 2007 Promotion

the participating retail locations. This occurred when Ameren printed information in their newsletter/stuffer that was accurate, but was misconstrued by some customers as offering all CFLs for \$0.99.

### ***Toll-Free Line***

A toll-free line was set up in support of this promotion. All promotional materials included the toll-free number, which connected customers to the call center at WECC. The line launched on September 15th and as of February 28, 426 consumer calls had been received.

### **Change a Light Bus Tour**

In support of this year's Change a Light campaign, EPA and the Department of Energy sponsored a cross-country bus tour throughout October which staged a number of events to raise awareness of energy-efficient lighting. During this nationwide tour, sixteen events took place across ten cities from Anaheim, California to New York City. The bus used on the tour was a motor coach powered by a 2007 EPA-model clean diesel engine fitted with a particulate scrubber, and fueled by ultra low-sulfur diesel.

MEEA sponsored the Chicago stop on the tour, which took place at Navy Pier, and worked with EPA and other parties on planning the event and soliciting the sponsorship of the Illinois Dept. of Commerce and Economic Opportunity. MEEA staff was on hand to educate over 3,000 visitors on CFLs, gather pledges from citizens to use CFLs at home, and give away 500 bulbs to Chicago residents. MEEA also helped to staff the Indianapolis leg of the tour, which took place at the Indianapolis Zoo. At this event, visitors to the zoo were educated on CFLs, and media exposure was gained through the presence of two TV crews and a radio station broadcasting live from the event. MEEA also took this opportunity to work with Indianapolis Power & Light to offer rebated CFLs for sale at the zoo's gift shop.

## Results

The chart below summarizes the number of CFLs sold, the unit sales goal, number of participating retailers, number of customers served and energy savings gained in each sponsor's service territory.

|                               | Ameren UE  | MO DNR    | City Utilities | Columbia Water and Light | Aquila    | Empire District | KC Power and Light | MO IPL    | Crawford |
|-------------------------------|------------|-----------|----------------|--------------------------|-----------|-----------------|--------------------|-----------|----------|
| # participating retailers     | 26         |           | 2              | 3                        | 6         | 6               | 8                  | 2         | 5        |
| CFL goal                      | 68,615     | 15,624    | 18,445         | 7,649                    | 9,326     | 12,500          | 30,194             | 3,111     | 831      |
| # CFLs purchased by consumers | 72,845     | 13,542    | 15,577         | 3,470                    | 13,553    | 10,954          | 22,158             | 3,661     | 840      |
| Annual kWh savings            | 3,722,372  | 691,995   | 795,983        | 177,317                  | 692,557   | 559,748         | 1,132,272          | 187,077   | 42,924   |
| Lifetime kWh savings          | 26,056,606 | 4,843,964 | 5,571,882      | 1,241,217                | 4,847,899 | 3,918,238       | 7,925,901          | 1,309,537 | 300,467  |

|                                       | ComEd       | IP&L      | XCEL       | SMMPA     | Willmar | Alexandria | MN DOC    | Moorhead | totals      |
|---------------------------------------|-------------|-----------|------------|-----------|---------|------------|-----------|----------|-------------|
| # participating retailers             | 324         | 10        | 82         | 17        | 1       | 2          |           | 2        | 496         |
| CFL goal                              | 1,020,000   | 20,000    | 75,000     | 10,880    | 2,020   | 2,610      | 6,249     | 3,884    | 1,306,938   |
| # CFLs purchased by sponsor consumers | 1,018,177   | 18,452    | 92,386     | 9,290     | 437     | 1,419      | 11,079    | 1,698    | 1,309,538   |
| Annual kWh savings                    | 52,028,743  | 942,895   | 4,720,915  | 474,718   | 22,331  | 72,511     | 566,136   | 86,768   | 66,917,261  |
| Lifetime kWh savings                  | 364,201,200 | 6,600,265 | 33,046,408 | 3,323,026 | 156,315 | 507,575    | 3,962,951 | 607,373  | 468,420,827 |

\* includes total bulbs sold by participating Home Depot stores

## **Lessons Learned**

### **Early commitment from potential sponsors and early agreement on the promotional plan is a key to program efficiency and success**

To simplify the planning process and minimize time spent coordinating changes with manufacturer and retailer partners for the fall 2008 campaign, MEEA will once again work to secure approval and agreements with sponsors as early in 2008 as possible. Securing late commitments from sponsors can have a negative impact on the supply of bulbs. It is also important that the advertising plans be finalized prior to recruiting stores. In order to make an informed decision as to how many CFLs a retailer is going to initially purchase, it is important that the promotion strategy be provided to the retailers prior to them placing their orders.

### **For some retailers, the promotion only lasted one week or less**

The promotion ran very well this year, almost too well. Several Ace Hardware retailers in Illinois sold out of bulbs in one week or even less. This happened because utility funding was limited and many retailers were not allocated the full amount of bulbs they requested. To avoid this dilemma again with retailers, WECC suggests that the bulb limit per customer be lowered to six CFLs per customer instead of twelve.

Rapid sales also caused some strain in terms of ending the promotion at the appropriate time. With Home Depot, for example, the first sales figures arrived nearly two weeks into the promotion. These figures showed that the Home Depot stores in Ameren territory had already sold above and beyond Ameren's allocation. This caused the promotion to terminate with little advance warning, and with significant difficulty to the parties involved. In the future, sponsor budgets should be large enough to account for the lag in sales reporting, or retailers should provide sales data more frequently, and take greater accountability for ending the promotion as goals are reached.

### **Implementing programs with large "Big Box" type retailers offers advantages and challenges**

Choosing to partner with large "Big Box" retailers on CFL promotions does offer some unique advantages. Home Depot and Menards are the largest home improvement retailers in the Midwest, with many stores located within the MEEA sponsors' service areas. These stores are typically located in prime retail locations, receive an incredible amount of foot traffic on an everyday basis, and sell a large volume of CFLs. Due to the buying power of the Big Box retailers, MEEA sponsors were able to offer their consumers CFLs that were priced as low as \$0.99 per bulb while only paying as little as \$1.10 per bulb for the rebate. For the CFL promotions that ran at independently-owned Hardware stores, MEEA sponsors can also offer their consumers CFLs priced as low as \$0.99 but the sponsor rebate contribution is \$1.45 per CFL. There are also some challenges associated with large retailers. Displaying point of purchase signage on a consistent basis presented challenges at the participating Home Depot locations. In some cases, field reps visited participating locations on the promotion start date and staff was unaware of the promotion. This problem can be alleviated with a 'soft start' to the promotion. This means that the official start date is October 1, but field reps visit the stores a few days before then to be sure the signage is up and staff is well aware of the promotion.

### **In some sponsor utility areas, neighboring utility program budgets impact final numbers**

In Minnesota, there are numerous utility sponsors participating in the promotion. In many areas of these states, there are situations where multiple participating utility consumers shop at the same retail locations. When this situation occurs, it is possible that the promotion will need to end even though one of the participating utilities has significantly underspent its budget. This situation occurred in some of the MN sponsor areas, especially in the Alexandria and Willmar service territories. The Minnesota Great River Energy Kandiyohi and Runestone Electric coop customers accounted for a large majority of the customers in these areas.

In order to alleviate this problem in the future, retailers in high-spillage areas will be assessed to determine which are responsible for a greater portion of the spillage in their utility's service area. Retailers with a very high percentage of spilled product may be removed from the program, or in cases where there are limited alternative retailers, they may have their allocation of bulbs reduced.

**Utility Bill stuffers have a positive impact on the success of the promotion.**

Both MEEA and WECC strongly encourage program sponsors to consider using bill stuffers on future Change a Light promotions. In the ComEd, Ameren, and Kansas City Power & Light service areas where bill inserts were utilized, many retailers within these service areas commented that numerous consumers were bringing the bill inserts to the stores. As with any of the program advertising, it is essential that bill inserts are approved by MEEA before they run. This year there were several instances where utilities printed incorrect or confusing information in inserts which caused some difficulty with consumers and retailers.

**Conclusion**

The 2007 Change a Light, Change the World promotion was a success for MEEA and its program sponsors. MEEA secured funding from 17 sponsors across four states. Additionally, the promotion leveraged over \$266,000 in matching rebate dollars from the manufacturer, not including advertising and point of purchase support. 496 retailers participated in the promotion and 33 different Ace Hardware regional ad groups and individual stores ran the promotion in their monthly circulars or created individual Change a Light advertisements.

As a result of the 2007 Change a Light, Change the World promotion, 1,309,538 CFLs were sold in the region, translating to 468,420,827 kWh savings over the life of the CFLs, saving enough energy saved to keep 562,107 tons of CO<sub>2</sub> from being released into the atmosphere, and equaling the removal of over 75,649 cars from the road.

**Attachment A - Participating Retailers  
Illinois, Ace:**

|     |                           |                        |              |    |       |
|-----|---------------------------|------------------------|--------------|----|-------|
| Ace | Ace Hardware              | 1013 N Ashland Ave     | Chicago      | IL | 60622 |
| Ace | Ace Hardware              | 1045 E Oakton St       | Des Plaines  | IL | 60018 |
| Ace | Ace Hardware              | 21711 W Grant Hwy      | Marengo      | IL | 60152 |
| Ace | Ace Hardware              | 239 N Genesee St       | Waukegan     | IL | 60085 |
| Ace | Ace Hardware              | 24 W Maple St          | Chicago      | IL | 60610 |
| Ace | Ace Hardware              | 2660 Sheridan Rd       | Zion         | IL | 60099 |
| Ace | Ace Hardware              | 3232 N Lewis Ave       | Waukegan     | IL | 60087 |
| Ace | Ace Hardware              | 35 E 1St St            | Hinsdale     | IL | 60521 |
| Ace | Ace Hardware              | 425 W Liberty St       | Wauconda     | IL | 60084 |
| Ace | Ace Hardware              | 4500 Rte 71            | Oswego       | IL | 60543 |
| Ace | Ace Hardware              | 4806 Grand Ave         | Gurnee       | IL | 60031 |
| Ace | Ace Hardware              | 4874 N Lincoln Ave     | Chicago      | IL | 60625 |
| Ace | Ace Hardware              | 945 E Belvidere Rd     | Grayslake    | IL | 60030 |
| Ace | Ace Hardware              | 9620 Route 34          | Yorkville    | IL | 60560 |
| Ace | Ace Hardware              | 985 Route 59           | Antioch      | IL | 60002 |
| Ace | Ace Hardware in Steger    | 17 E 34Th St           | Steger       | IL | 60475 |
| Ace | Ace Hardware of Wheeling  | 755 W Dundee Rd        | Wheeling     | IL | 60090 |
| Ace | Ace Hdw in Sauk Village   | 1701 Sauk Trail        | Sauk Village | IL | 60411 |
| Ace | Ace Hdwe                  | 155 Peterson Rd        | Libertyville | IL | 60048 |
| Ace | Ace Hdwe                  | 609 E Hawley St        | Mundelein    | IL | 60060 |
| Ace | Ace Hdwe & Outdoor Ctr    | 900 N Galena Ave       | Dixon        | IL | 61021 |
| Ace | Ace Hdwe Home Center      | 659 Railroad Ave       | Round Lake   | IL | 60073 |
| Ace | Ace Hdwe of Oak Forest    | 15541 South Cicero Ave | Oak Forest   | IL | 60452 |
| Ace | Ace Hdwe Rockton Centre   | 3118 Rockton Avenue    | Rockford     | IL | 61103 |
| Ace | Ace Park Ridge Inc        | 700 N Northwest Hwy    | Park Ridge   | IL | 60068 |
| Ace | Adams Street Ace Hdw      | 312 W Adams St         | Chicago      | IL | 60606 |
| Ace | Archer-Austin Ace Hdwe    | 6146 S Archer Ave      | Chicago      | IL | 60638 |
| Ace | A-Z Hardware              | 2755 W Cermak Rd       | Chicago      | IL | 60608 |
| Ace | Bales Lumber & Supply Inc | 20 E Quincy St         | Westmont     | IL | 60559 |
| Ace | Barrington Ace Hdwe Inc.  | 189 W Northwest Hwy    | Barrington   | IL | 60010 |
| Ace | Bartlett Ace Hardware     | 136 Bartlett Plz       | Bartlett     | IL | 60103 |
| Ace | Basler's Hardware Inc.    | 807 W Pines Rd         | Oregon       | IL | 61061 |
| Ace | Baumert's Ace Hardware    | 821 E Nerge Rd         | Roselle      | IL | 60172 |
| Ace | Belvidere Ace Hardware    | 302 Meadow St          | Belvidere    | IL | 61008 |



|     |                           |                           |                 |    |       |
|-----|---------------------------|---------------------------|-----------------|----|-------|
| Ace | Bjorkman's Ace Hardware   | 4520 W Crystal Lake Rd    | Mchenry         | IL | 60050 |
| Ace | Bob's Ace Hdw & Home Ctr  | 2710 20Th St              | Rockford        | IL | 61109 |
| Ace | Buikema's Ace Hardware    | 1030 N Washington St      | Naperville      | IL | 60563 |
| Ace | Buikema's Ace Hardware    | 1337 Douglas Rd           | Montgomery      | IL | 60538 |
| Ace | Buikema's Ace Hardware    | 1705 N Main St            | Wheaton         | IL | 60187 |
| Ace | Buikema's Ace Hardware    | 2300 S. Eola Road         | Aurora          | IL | 60503 |
| Ace | Buikema's Ace Hardware    | 445 Weber Rd              | Romeoville      | IL | 60446 |
| Ace | Buikema's Ace Hardware    | 5035 Ace Ln               | Naperville      | IL | 60564 |
| Ace | Buikema's Ace Hardware    | 90 E Loop Rd              | Wheaton         | IL | 60187 |
| Ace | Buikema's Ace Hardware    | 963 W 75Th St             | Naperville      | IL | 60565 |
| Ace | Buikemas' Ace Hardware    | Rt 59 & Caton Farm Rd     | Plainfield      | IL | 60544 |
| Ace | C.C. Wagner & Company     | 6401 South Archer Rd      | Summit          | IL | 60501 |
| Ace | Clark St Ace Hardware     | 3011 N Clark St           | Chicago         | IL | 60657 |
| Ace | Colandrea Ace Hdwe        | 2728 N Harlem Ave         | Elmwood Park    | IL | 60707 |
| Ace | Darugar Enterprises Inc   | 1340 W 127Th St           | Calumet Park    | IL | 60827 |
| Ace | Debo Ace Hardware         | 1713 4Th St               | Peru            | IL | 61354 |
| Ace | Dejays Ace Hardware       | 9642 S Roberts Rd         | Hickory Hills   | IL | 60457 |
| Ace | Dejay's Ace Hardware      | 10340 S Kedzie Ave        | Chicago         | IL | 60655 |
| Ace | Dg Ace Hardware           | 2750 E Main St            | St Charles      | IL | 60174 |
| Ace | Douglas Ace Home Center   | 1212 S Naper Blvd Ste 117 | Naperville      | IL | 60540 |
| Ace | Dressel's Hardware        | 1137 Chicago Ave          | Oak Park        | IL | 60302 |
| Ace | Duke's Ace Hardware       | 326 N La Grange Rd        | Frankfort       | IL | 60423 |
| Ace | Duke's Ace Hardware       | 7610 W 111Th St           | Palos Hills     | IL | 60465 |
| Ace | Dukes Ace Hdwe            | 5634-40 W 87Th St         | Burbank         | IL | 60459 |
| Ace | Ebel's Ace Hardware       | 18410 Governors Hwy       | Homewood        | IL | 60430 |
| Ace | Ebel's Ace Hardware       | 190 W Joe Orr Rd          | Chicago Heights | IL | 60411 |
| Ace | Edgebrook Ace Hardware    | 5423 W Devon Ave          | Chicago         | IL | 60646 |
| Ace | Ellis Ace Hardware        | 255 S Main St             | Seneca          | IL | 61360 |
| Ace | Elmhurst Ace Hardware     | 145 E 1St St              | Elmhurst        | IL | 60126 |
| Ace | Elston Ace Hardware       | 11810 S Western Ave       | Chicago         | IL | 60643 |
| Ace | Elston Ace Hardware       | 2101 E 71St St            | Chicago         | IL | 60649 |
| Ace | Elston Ace Hardware       | 4100 S Archer Ave         | Chicago         | IL | 60632 |
| Ace | Elston Ace Hdw/Ctr Inc    | 5420 S Lake Park Ave      | Chicago         | IL | 60615 |
| Ace | Elston Ace Hdw/Rental Ctr | 2825 W Belmont Ave        | Chicago         | IL | 60618 |
| Ace | Elston Ace Hdwe & Rental  | 1514 W 33Rd St            | Chicago         | IL | 60608 |
| Ace | Evergreen Park Ace Hdw    | 3404 W 95Th St            | Evergreen Park  | IL | 60805 |

|     |                           |                         |                |    |       |
|-----|---------------------------|-------------------------|----------------|----|-------|
| Ace | Fox Lake Ace Hdwe         | 10 E Grand Ave          | Fox Lake       | IL | 60020 |
| Ace | Geneva Ace Hardware       | 617 W State St          | Geneva         | IL | 60134 |
| Ace | Girard Ace Hardware       | 569 William Latham Dr   | Bourbonnais    | IL | 60914 |
| Ace | Gordon's Ace Hdw-Orleans  | 440 N Orleans St        | Chicago        | IL | 60610 |
| Ace | Gus Bock Ace Hardware     | 3455 Ridge Rd           | Lansing        | IL | 60438 |
| Ace | Horton's Ace Hardware     | 60 S La Grange Rd       | La Grange      | IL | 60525 |
| Ace | Hyman's Hardware          | 8614 S Commercial Ave   | Chicago        | IL | 60617 |
| Ace | Jeffery Ace Hdwe Store    | 2101 E 95Th St          | Chicago        | IL | 60617 |
| Ace | John W Weiss Ace Hdwe     | 1560 Waukegan Rd        | Glenview       | IL | 60025 |
| Ace | Juiris Ace Hardware       | 2318 N Cicero Ave       | Chicago        | IL | 60639 |
| Ace | Kankakee Ace Hardware     | 1735 S Schuyler Ave     | Kankakee       | IL | 60901 |
| Ace | Kin-Ko Ace Hardware       | 11600 Francis Rd        | Mokena         | IL | 60448 |
| Ace | Kin-Ko Ace Hardware       | 6300 Kingery Hwy        | Willowbrook    | IL | 60527 |
| Ace | Kin-Ko Ace Stores         | Spartans Square Shp Ctr | Romeoville     | IL | 60446 |
| Ace | Kin-Ko Ace Stores Inc     | 1037 E 9Th St           | Lockport       | IL | 60441 |
| Ace | Kin-Ko Ace Stores Inc     | 1202 Essington Rd       | Joliet         | IL | 60435 |
| Ace | Kin-Ko Ace Stores Inc     | 24604 W Lockport St     | Plainfield     | IL | 60544 |
| Ace | Kin-Ko Ace Stores Inc     | 6216 Main St            | Downers Grove  | IL | 60516 |
| Ace | La Grange Pk Ace Hdwe Inc | 900 E 31St St           | La Grange Park | IL | 60526 |
| Ace | Lang's Ace Hardware Inc   | 5527 W Cermak Rd        | Cicero         | IL | 60804 |
| Ace | Lemoi Ace Hdwe            | 1008 Davis St           | Evanston       | IL | 60201 |
| Ace | Len's Ace Hardware        | 272 W Lake St           | Bloomington    | IL | 60108 |
| Ace | Len's Ace Hardware        | 425 E Maple Ave         | Roselle        | IL | 60172 |
| Ace | Len's Ace Hardware        | 485 Roosevelt Rd        | Glen Ellyn     | IL | 60137 |
| Ace | Lens Ace Hdwe Inc         | 30 W Lake St            | Addison        | IL | 60101 |
| Ace | Marlowe's Ace Hardware    | 129 S State St          | Hampshire      | IL | 60140 |
| Ace | Marx Ace Hardware         | 5830 N Clark St         | Chicago        | IL | 60660 |
| Ace | Matteson Ace              | 221 Bedford Rd          | Morris         | IL | 60450 |
| Ace | Mel's Ace Hardware        | 1028 S York Rd          | Elmhurst       | IL | 60126 |
| Ace | Meyers Ace Hardware       | 315 E 35Th St           | Chicago        | IL | 60616 |
| Ace | Millen Hardware           | 1219 Wilmette Ave       | Wilmette       | IL | 60091 |
| Ace | Minooka Ace Hardware      | 855 S Ridge Rd          | Minooka        | IL | 60447 |
| Ace | Murphy Ace Hardware       | 319 S Rt 59             | West Chicago   | IL | 60185 |
| Ace | Mutual Ace                | 1393 Half Day Rd        | Highland Park  | IL | 60035 |
| Ace | Neradt Hardware Corp      | 1753 W Golf Rd          | Mt Prospect    | IL | 60056 |
| Ace | Northbrook Ace Hdwe       | 3101 Dundee Rd          | Northbrook     | IL | 60062 |
| Ace | Nussbaum Ace Hardware     | 203 E Maple St          | Fairbury       | IL | 61739 |

|     |                           |                           |                 |    |       |
|-----|---------------------------|---------------------------|-----------------|----|-------|
| Ace | Olson's Ace Hardware      | 10135 Grand Ave           | Franklin Park   | IL | 60131 |
| Ace | P J's Ace Hardware        | 7 Chicago Ave             | Oak Park        | IL | 60302 |
| Ace | Palatine Ace Hardware Inc | 239 E Northwest Hwy       | Palatine        | IL | 60067 |
| Ace | Palos Ace Hardware        | 6465 W 127Th St           | Palos Heights   | IL | 60463 |
| Ace | Park Hardware             | 16725 Oak Park Ave        | Tinley Park     | IL | 60477 |
| Ace | Park Hardware             | 9545 167Th St             | Orland Hills    | IL | 60477 |
| Ace | Richmond Ace Hdw & Rental | 10824 N Main St           | Richmond        | IL | 60071 |
| Ace | River Grove Hardware Inc  | 8345 Belmont Ave          | River Grove     | IL | 60171 |
| Ace | Russo Ace Hardware        | 5848 W Montrose Ave       | Chicago         | IL | 60634 |
| Ace | Sadiq Ace Hardware        | 6324 S Ashland Ave        | Chicago         | IL | 60636 |
| Ace | Schaumburg Ace Hardware   | 560 S Roselle Rd          | Schaumburg      | IL | 60193 |
| Ace | Schroeder's Hardware Inc. | 837 Westmore Meyers Rd    | Lombard         | IL | 60148 |
| Ace | Shannon Lumber Company    | 4540 W Belmont Ave        | Chicago         | IL | 60641 |
| Ace | Sherwin Ace Hardware      | 1705 W Campbell St        | Arlington Hgths | IL | 60005 |
| Ace | Skokie Ace Hardware       | 5035 Oakton St            | Skokie          | IL | 60077 |
| Ace | South Loop Ace Hardware   | 725 S State St            | Chicago         | IL | 60605 |
| Ace | Southwest Ace Hardware    | 6908 W Archer Ave         | Chicago         | IL | 60638 |
| Ace | Staubers Ace Hardware     | 3911 N Lincoln Ave        | Chicago         | IL | 60613 |
| Ace | Streeterville Ace Hdwe    | 680 N Lake Shore Dr       | Chicago         | IL | 60611 |
| Ace | Tele-Tron Ace Hardware    | 6604 Cermak Rd            | Berwyn          | IL | 60402 |
| Ace | Tobinson Hardware         | 330 W Main St             | Genoa           | IL | 60135 |
| Ace | Uptown Ace Hardware       | 4654 N Broadway St        | Chicago         | IL | 60640 |
| Ace | Villa Park Hardware Inc   | 46 S Villa Ave            | Villa Park      | IL | 60181 |
| Ace | Village Ace Hardware      | 1015 E Church St          | Sandwich        | IL | 60548 |
| Ace | Walter's Ace Hardware     | 203 E Livingston St       | Pontiac         | IL | 61764 |
| Ace | Warrenville Ace Hardware  | 2 S 541 Route 59          | Warrenville     | IL | 60555 |
| Ace | Whitmore Ace Hardware     | 210 S State St            | Manhattan       | IL | 60442 |
| Ace | Whitmore Ace Hardware     | 237 N Front St            | Braidwood       | IL | 60408 |
| Ace | Whitmore Ace Hardware     | 361 S Locust St           | Manteno         | IL | 60950 |
| Ace | Whitmore Ace Hdwe & Sply  | Winchester Green Ctr      | Wilmington      | IL | 60481 |
| Ace | Will Cook Ace Hardware    | 12121 W 159Th St          | Homer Glen      | IL | 60491 |
| Ace | Zanocco Ace Hardware Co   | 1605 N Alpine Rd          | Rockford        | IL | 61107 |
| Ace | Ziegler                   | 301 Randall Rd            | South Elgin     | IL | 60177 |
| Ace | Ziegler Ace Hardware      | 481 N Randall Rd          | Lake/The Hills  | IL | 60156 |
| Ace | Ziegler's Ace-Carol Strm  | 806 W Army Trail Rd       | Carol Stream    | IL | 60188 |
| Ace | Ziegler's Ace-Carpntrsvil | Meadowdale Shpg Ctr Rt 25 | Carpentersville | IL | 60110 |

|     |                       |                         |             |    |       |
|-----|-----------------------|-------------------------|-------------|----|-------|
| Ace | Ziegler's Ace-Cary    | Nw Hwy Cary Sq Shpg Ctr | Cary        | IL | 60013 |
| Ace | Ziegler's Ace-Dundee  | 118 S 1St St            | West Dundee | IL | 60118 |
| Ace | Ziegler's Ace-Elgin   | 1158 Lillian St         | Elgin       | IL | 60123 |
| Ace | Ziegler's Ace-Elgin   | 215 N Spring St         | Elgin       | IL | 60120 |
| Ace | Ziegler's Ace-Huntley | 10420 Route 47          | Huntley     | IL | 60142 |

### Illinois, True Value:

|            |                          |                           |                |    |       |
|------------|--------------------------|---------------------------|----------------|----|-------|
| True Value | Algonquin True Value     | 1430 E Algonquin Rd Rt 62 | Algonquin      | IL | 60102 |
| True Value | Anoil's TV               | 13416 S Baltimore Ave     | Chicago        | IL | 60633 |
| True Value | Antioch TV               | 488 Orchard St            | Antioch        | IL | 60002 |
| True Value | Broadview TV             | 1815 W Roosevelt Rd       | Broadview      | IL | 60153 |
| True Value | Brookfield TV            | 9150 Broadway Ave         | Brookfield     | IL | 60513 |
| True Value | Carlson TV               | 125 E Front St            | Wheaton,<br>IL | IL | 60187 |
| True Value | Casper TV                | 100 S Old Rand Rd         | Lake Zurich    | IL | 60047 |
| True Value | CDMA Parkway Drugs<br>TV | 353 Park Ave              | Glencoe        | IL | 60022 |
| True Value | Charle's TV              | 110 E Mason St            | Polo           | IL | 61064 |
| True Value | Chicago Coast TV         | 6942 N Western Ave #44    | Chicago        | IL | 60645 |
| True Value | Chicago TV               | 3111 W 111th St           | Chicago        | IL | 60655 |
| True Value | Dillman TV               | 201 S Main                | Grant Park     | IL | 60940 |
| True Value | E & H TV                 | 333 Chicago Rd            | Paw Paw        | IL | 61353 |
| True Value | Edwards True Value       | 2804 N Halsted St         | Chicago        | IL | 60657 |
| True Value | Grill's TV               | 4751 147th St             | Midlothian     | IL | 60445 |
| True Value | H & B TV                 | 5329 N Milwaukee Ave      | Chicago        | IL | 60630 |
| True Value | Hansen's TV              | 1625 Oakton Pl            | Des<br>Plaines | IL | 60018 |
| True Value | Harold's TV              | 2912 Central St           | Evanston       | IL | 60201 |
| True Value | Heyer TV                 | 42 N Ayer                 | Harvard        | IL | 60033 |
| True Value | Hupe TV                  | 108 Main St               | Peotone        | IL | 60468 |
| True Value | Island TV                | 217 E State Rd            | Island Lake    | IL | 60042 |
| True Value | K&K TV                   | 104 Chestnut St           | Wenona         | IL | 61377 |
| True Value | LeDonne's TV             | 1750 N Taft Ave           | Berkley        | IL | 60163 |
| True Value | Lembke TV                | 6734 Pershing Rd          | Berwyn         | IL | 60402 |
| True Value | Libertyville TV          | 426 S Milwaukee Ave       | Libertyville   | IL | 60048 |
| True Value | Linden TV                | 411 Linden Ave            | Wilmette       | IL | 60091 |
| True Value | Lindenhurst TV           | 2080 E Grand Ave          | Lindenhurst    | IL | 60046 |

|            |               |                         |                  |    |       |
|------------|---------------|-------------------------|------------------|----|-------|
| True Value | Mendota TV    | 1201 Main St            | Mendota          | IL | 61342 |
| True Value | Midtown TV    | 3130 N Broadway St      | Chicago          | IL | 60657 |
| True Value | Morrison TV   | E 130 Main St           | Morrison         | IL | 61270 |
| True Value | Mundelein TV  | 516 N Seymour Ave       | Mundelein        | IL | 60060 |
| True Value | Pecatonica TV | 408 Main St             | Pecatonica       | IL | 61063 |
| True Value | Plaza TV      | 11813 S Michigan Ave    | Chicago          | IL | 60628 |
| True Value | Root Bros TV  | 10307-25 S Michigan Ave | Chicago          | IL | 60628 |
| True Value | Roscoe TV     | 5506 Elevator Rd        | Roscoe           | IL | 61073 |
| True Value | Schultz TV    | 7020 West Higgins Ave   | Chicago          | IL | 60656 |
| True Value | Smolka TV     | 4305 N Milwaukee Ave    | Chicago          | IL | 60641 |
| True Value | Soukup's      | 419 N Main St           | Glen Ellen       | IL | 60137 |
| True Value | Steger TV     | 3009 Chicago Rd         | Steger           | IL | 60475 |
| True Value | Stockton TV   | 116 North Main St       | Stockton         | IL | 61085 |
| True Value | Tennenbaum TV | 1138 W Belmont Ave      | Chicago          | IL | 60657 |
| True Value | Tonica TV     | 220 La Salle St         | Tonica           | IL | 61370 |
| True Value | True Value    | 790 West Euclid         | Palatine         | IL | 60067 |
| True Value | TV Hdwe       | 1559 Irving Park Rd     | Hanover Park     | IL | 60133 |
| True Value | TV Hdwe       | 4045 183rd St           | Country Club Hls | IL | 60478 |
| True Value | Village TV    | 835 Burlington Ave      | Western Spgs     | IL | 60558 |
| True Value | Zimmerman TV  | 745 S Buffalo Grove Rd  | Buffalo Grove    | IL | 60089 |
| True Value | Zweifel TV    | 345 W 25th Pl           | Chicago          | IL | 60616 |

**Illinois, Do It Best:**

|            |                                |                         |                 |    |       |
|------------|--------------------------------|-------------------------|-----------------|----|-------|
| Do it Best | Bess Hardware & Sports Inc.    | 1850 Glenview Rd.       | Glenview        | IL | 60025 |
| Do it Best | Carroll Service Co.            | 213 W Carroll           | Lanark          | IL | 61046 |
| Do it Best | Clarendon Hills                | 15 South prospect       | Clarendon hills | IL | 60514 |
| Do it Best | Clark-Devon Hdwe Do it Best    | 6401 N. Clark St        | Chicago         | IL | 60626 |
| Do it Best | Craftwood Lumber Co.           | 1590 Old Deerfield Road | Highland Park   | IL | 60035 |
| Do it Best | Crafty Beaver D-I Best Home Ct | 4810 Oakton St          | Skokie          | IL | 60077 |

|            |                                |                         |            |    |       |
|------------|--------------------------------|-------------------------|------------|----|-------|
| Do it Best | Crafty Beaver Do it Best H/c   | 4306 N Central Ave      | Chicago    | IL | 60634 |
| Do it Best | Crafty Beaver Home Center #2   | 1522 W Lawrence         | Chicago    | IL | 60640 |
| Do it Best | Crafty Beaver Home Center #3   | 3850 W Montrose         | Chicago    | IL | 60618 |
| Do it Best | Cragin Industrial Supply Co    | 2021 North Laramie Ave. | Chicago    | IL | 60639 |
| Do it Best | Do it Best Home Town Hardware  | 6489 N 2nd St           | Loves Park | IL | 61111 |
| Do it Best | Fox Home Center, Inc           | 1 North White St        | Frankfort  | IL | 60423 |
| Do it Best | Frary Lumber                   | 2707 W Fourth Street    | Sterling   | IL | 61081 |
| Do it Best | Gordon Hardware                | 514 E Lincoln Hwy       | Dekalb     | IL | 60115 |
| Do it Best | Grummerts Hardware             | 424 Locust St           | Sterling   | IL | 61081 |
| Do it Best | La Azteca Hardware Supply      | 3020 West Cermak Road   | Chicago    | IL | 60623 |
| Do it Best | Mount Greenwood Do it Best     | 3124 W 11th St          | Chicago    | IL | 60655 |
| Do it Best | Northbrook Do it Best Hdwe     | 1941 Cherry Lane        | Northbrook | IL | 60062 |
| Do it Best | Security Lumber Do it center   | 101 W. Lawn             | Bradley    | IL | 60915 |
| Do it Best | Shorewood Home & Auto          | 1002 West Jefferson St  | Shorewood  | IL | 60431 |
| Do it Best | Transport Sales                | 6830 S Cottage Grove    | Chicago    | IL | 60637 |
| Do it Best | Warnimont's Hdwe & Do it Best  | 363 Georgetown Square   | Wood Dale  | IL | 60191 |
| Do it Best | Wilson Bros. Paint & Hdwe. Co. | 1914 East 71st Street   | Chicago    | IL | 60649 |
| Do it Best | Woodstock Lumber Company       | 1101 Lake Ave           | Woodstock  | IL | 60098 |

### Illinois, Home Depot:

|                        |                     |              |    |       |              |
|------------------------|---------------------|--------------|----|-------|--------------|
| THD – AURORA           | 1250 N ORCHARD RD   | AURORA       | IL | 60506 |              |
| THD - 47TH AND WESTERN | 4555 S WESTERN BLVD | CHICAGO      | IL | 60609 | 773.247.4766 |
| THD - ALGONQUIN        | 200 S RANDALL RD    | ALGONQUIN    | IL | 60102 | 847.854.1100 |
| THD - ARMITAGE/CICERO  | 1919 N CICERO AVE   | CHICAGO      | IL | 60639 | 773.622.8860 |
| THD - BARTLETT         | 950 IL ROUTE 59     | BARTLETT     | IL | 60103 | 630.289.6247 |
| THD - BEDFORD PARK     | 7200 S CICERO AVE   | BEDFORD PARK | IL | 60638 | 708.728.9200 |

|                           |                          |                   |    |       |              |
|---------------------------|--------------------------|-------------------|----|-------|--------------|
| THD - BOLINGBROOK         | 105 N WEBER RD           | BOLINGBROOK       | IL | 60490 | 630.771.1109 |
| THD - BRICKYARD           | 2555 N NORMANDY          | CHICAGO           | IL | 60707 | 773.745.9900 |
| THD - BROADVIEW           | 700 BROADVIEW VILLAGE SQ | BROADVIEW         | IL | 60153 | 708.865.9900 |
| THD - CALUMET CITY        | 1550 TORRENCE AVE        | CALUMET CITY      | IL | 60409 | 708.730.9100 |
| THD - CAROL STREAM        | 475 SCHMALE ROAD         | CAROL STREAM      | IL | 60188 | 630.462.8607 |
| THD - CICERO, IL          | 2803 S CICERO AVE        | CICERO            | IL | 60804 | 708.863.9600 |
| THD - COUNTRYSIDE         | 140 COUNTRYSIDE PLAZA    | COUNTRYSIDE       | IL | 60525 | 708.352.1550 |
| THD - CRYSTAL LAKE        | 4447 US ROUTE 14         | CRYSTAL LAKE      | IL | 60014 | 815.479.1030 |
| THD - DAN RYAN            | 200-232 W 87TH ST        | CHICAGO           | IL | 60620 | 773.602.1301 |
| THD - DARIEN              | 2101 W 75TH STREET       | DARIEN            | IL | 60561 | 630.271.9600 |
| THD - DEERFIELD           | 655 LAKE COOK RD         | DEERFIELD         | IL | 60015 | 847.564.8601 |
| THD - DOWNERS GROVE       | 2000 BUTTERFIELD RD      | DOWNERS GROVE     | IL | 60515 | 630.792.9600 |
| THD - ELGIN               | 955 N RANDALL RD         | ELGIN             | IL | 60123 | 847.622.9441 |
| THD - ELK GROVE VILLAGE   | 600 MEACHAM ROAD         | ELK GROVE VILLAGE | IL | 60007 | 847.352.3325 |
| THD - ELSTON/LEAVITT      | 2570 N ELSTON AVENUE     | CHICAGO           | IL | 60647 | 773.289.4615 |
| THD - EVANSTON            | 2201 OAKTON STREET       | EVANSTON          | IL | 60202 | 847.733.9200 |
| THD - FRANKFORT,IL        | 20101 LAGRANGE ROAD      | FRANKFORT         | IL | 60423 | 815.464.9107 |
| THD - GENEVA              | 2111 S RANDALL RD        | GENEVA            | IL | 60134 | 630.262.0380 |
| THD - GLENDALE HEIGHTS    | 295 E ARMYTRAIL RD       | GLENDALE HEIGHTS  | IL | 60139 | 630.980.8330 |
| THD - GLENVIEW            | 2850 PATRIOT BOULEVARD   | GLENVIEW          | IL | 60025 | 847.400.5390 |
| THD - GURNEE              | 6625 GRAND AVE           | GURNEE            | IL | 60031 | 847.599.0180 |
| THD - HOMEWOOD            | 17845 HALSTED ST         | HOMEWOOD          | IL | 60430 | 708.647.6084 |
| THD - JOLIET (RELO)       | 3001 PLAINFIELD RD       | HIKUET            | IL | 60435 | 815.577.9854 |
| THD - S CLINTON           | 1300 S CLINTON STREET    | CHICAGO           | IL | 60707 |              |
| THD - KIMBALL & ADDISON   | 3500 N KIMBALL           | CHICAGO           | IL | 60618 | 773.463.6306 |
| THD - LAKE ZURICH         | 670 S RAND ROAD          | LAKE ZURICH       | IL | 60047 | 847.726.0707 |
| THD - LINCOLN & MCCORMICK | 6211 N LINCOLN AVENUE    | CHICAGO           | IL | 60659 | 773.588.5828 |
| THD - LINCOLN PARK        | 2665 N HALSTED STREET    | CHICAGO           | IL | 60614 | 773.472.7740 |
| THD - MACHESNEY PARK      | 1580 W LANE ROAD         | MACHESNEY PARK    | IL | 61115 | 815.282.8234 |
| THD - MATTESON            | 20808 CICERO AVE         | MATTESON          | IL | 60443 | 708.481.1551 |
| THD - MCHENRY             | 2461 RICHMOND ROAD       | MCHENRY           | IL | 60050 | 815.385.9503 |
| THD - MUNDELEIN           | 3200 WEST ROUTE 60       | MUNDELEIN         | IL | 60060 | 847.566.6532 |
| THD - NAPERVILLE          | 2920 AUDREY AVE          | NAPERVILLE        | IL | 60540 | 630.426.8607 |
| THD - NILES               | 901 CIVIC CENTER PLAZA   | NILES             | IL | 60714 | 847.298.7547 |
| THD - NORTH AVENUE        | 1232 W NORTH AVE         | CHICAGO           | IL | 60622 | 773.486.9200 |
| THD - NORTHLAKE           | 37 W NORTH AVE           | NORTHLAKE         | IL | 60164 | 708.409.0222 |

|                                   |                         |                     |    |       |              |
|-----------------------------------|-------------------------|---------------------|----|-------|--------------|
| THD - OAK LAWN                    | 4060 W 95TH STREET      | OAK LAWN            | IL | 60453 | 708.423.3126 |
| THD - OAKBROOK TERRACE            | 17W734 22ND STREET      | OAKBROOK<br>TERRACE | IL | 60181 | 630.261.1240 |
| THD - ORLAND PARK                 | 7300 W 159TH STREET     | ORLAND PARK         | IL | 60462 | 708.614.9200 |
| THD - OSWEGO                      | 3080 ROUTE 34           | OSWEGO              | IL | 60543 | 630.554.7092 |
| THD - PALATINE                    | 825 E DUNDEE RD         | PALATINE            | IL | 60074 | 847.705.6801 |
| THD - RANDHURST                   | 350 EAST KENSINGTON     | MOUNT PROSPECT      | IL | 60056 | 847.342.1800 |
| THD - ROCKFORD                    | 6930 ARGUS DR           | ROCKFORD            | IL | 61107 | 815.391.8880 |
| THD - ROUND LAKE BEACH            | 2050 N ILLINOIS RT 83   | ROUND LAKE<br>BEACH | IL | 60073 | 847.223.0336 |
| THD - SCHAUMBURG                  | 100 BARRINGTON ROAD     | SCHAUMBURG          | IL | 60194 | 847.798.8700 |
| THD - VERNON HILLS                | 493 N MILWAUKEE AVE     | VERNON HILLS        | IL | 60061 | 847.549.0111 |
| THD - VOLO                        | 27315 W HARTIGAN RD     | INGLESIDE           | IL | 60041 | 847.973.8196 |
| THD - W<br>DUNDEE/CARPENTERSVILLE | 251 SPRING HILL ROAD    | CARPENTERSVILLE     | IL | 60110 | 847.783.0766 |
| THD - WAUKEGAN                    | 2001 BELVEDERE RD       | WAUKEGAN            | IL | 60085 | 847.625.1020 |
| THD - CHICAGO RIDGE               | 300 COMMONS DRIVE       | CHICAGO RIDGE       | IL | 60415 |              |
| THD - WEST NILES                  | 8650 DEMPSTER STREET    | NILES               | IL | 60714 | 847.967.3200 |
| THD - WOODRIDGE                   | 7200 WOODWARD AVE       | WOODRIDGE           | IL | 60517 | 630.795.1950 |
| THD - HOMER GLEN                  | 14053 SOUTH BELL ROAD   | HOME GLEN           | IL | 60491 |              |
| THD - SHOREWOOD                   | 621 BROOK FOREST AVENUE | SHOREWOOD           | IL | 60431 |              |

### Illinois, Menards:

|                         |                          |                 |    |            |              |
|-------------------------|--------------------------|-----------------|----|------------|--------------|
| MENARDS ANTIOCH         | 369 East Route 173       | Antioch         | IL | 60002      |              |
| MENARDS BATAVIA         | 300 N. Randall Road      | Batavia         | IL | 60510-9218 | 630-761-0017 |
| MENARDS BOLINGBROOK     | 290 N. Bolingbrook Drive | Bolingbrook     | IL | 60440-2380 | 630-972-0377 |
| MENARDS BRADLEY         | 1260 Christine Drive     | Bradley         | IL | 60915-1276 | 815-936-1820 |
| MENARDS BRIDGEVIEW      | 9140 South Harlem Avenue | Bridgeview      | IL | 60455-2104 | 708-233-6672 |
| MENARDS CARPENTERSVILLE | 2300 Randall Road        | Carpentersville | IL | 60110      | 847-783-0250 |
| MENARDS CHICAGO         | 2601 N. Clybourn Avenue  | Chicago         | IL | 60614-1003 | 773-880-5954 |
| MENARDS CHICAGO         | 4626 West Diversey       | Chicago         | IL | 60639-1829 | 773-685-8677 |
| MENARDS CICERO          | 2333 S Cicero Ave        | Cicero          | IL | 60804      | 708-780-0260 |
| MENARDS CRESTWOOD       | 13120 River Crest Drive  | Crestwood       | IL | 60445      | 708-385-0392 |
| MENARDS CREST HILL      | 17441 Weber Road         | Crest Hill      | IL | 60435      |              |
| MENARDS CRYSTAL LAKE    | 4850 Route 14            | Crystal Lake    | IL | 60014      | 815-459-7080 |



|                          |                           |                  |    |            |              |
|--------------------------|---------------------------|------------------|----|------------|--------------|
| MENARDS DOLTON           | 14975 Lincoln Avenue      | Dolton           | IL | 60419-2474 | 708-868-0127 |
| MENARDS ELGIN            | 825 S. Randall Road       | Elgin            | IL | 60123      | 847-742-8862 |
| MENARDS FOX LAKE         | 1400 S. U.S. Hwy 12       | Fox Lake         | IL | 60020-1253 | 847-973-3050 |
| MENARDS FREEPORT         | 1211 West Galena Avenue   | Freeport         | IL | 61032      | 815-235-0010 |
| MENARDS GLENDALE HEIGHTS | 521 E. North Ave          | Glendale Heights | IL | 60139      | 630-545-2247 |
| MENARDS GURNEE           | 6401 Grand Avenue         | Gurnee           | IL | 60031      | 847-855-8306 |
| MENARDS HANOVER PARK     | 900 Irving Park Road      | Hanover Park     | IL | 60133-2753 | 630-213-8775 |
| MENARDS HILLSIDE         | 101 N Wolf Rd Space C     | Hillside         | IL | 60162      | 708-449-3640 |
| MENARDS HODGKINS         | 6100 East Avenue          | Hodgkins         | IL | 60525      |              |
| MENARDS HOFFMAN ESTATES  | 2300 West Higgins Road    | Hoffman Estates  | IL | 60195      | 847-885-0363 |
| MENARDS HOMER GLEN       | 13956 S. Bell Road        | Homer Glen       | IL | 60491      | 708-301-4960 |
| MENARDS HOMEWOOD         | 17545 S. Halsted          | Homewood         | IL | 60430-2005 | 708-922-3329 |
| MENARDS JOLIET           | 2524 W Jefferson Street   | Joliet           | IL | 60435      | 815-744-5824 |
| MENARDS MACHESNEY PARK   | 10253 North 2nd Street    | Machesney Park   | IL | 61115-1491 | 815-636-5121 |
| MENARDS MATTESON         | 21630 South Cicero Avenue | Matteson         | IL | 60443      | 708-481-0028 |
| MENARDS MELROSE PARK     | 8311 W. North Ave.        | Melrose Park     | IL | 60160-1691 | 708-450-9924 |
| MENARDS MONTGOMERY       | 1200 Route 34             | Montgomery       | IL | 60538      |              |
| MENARDS MORRIS           | 500 Menard Drive          | Morris           | IL | 60450      |              |
| MENARDS MORTON GROVE     | 6301 Oakton Street        | Morton Grove     | IL | 60053      | 847-966-1600 |
| MENARDS MT. PROSPECT     | 740 E Rand Road           | Mt. Prospect     | IL | 60056      | 847-632-0291 |
| MENARDS MUNDELEIN        | 120 Oak Creek Plaza       | Mundelein        | IL | 60060      | 847-566-7033 |
| MENARDS NAPERVILLE       | 715 Fort Hill Drive       | Naperville       | IL | 60540      | 630-778-6710 |
| MENARDS PALATINE         | 1775 North Rand Road      | Palatine         | IL | 60074      | 847-934-9749 |
| MENARDS PEKIN            | 3535 Court Street         | Pekin            | IL | 61554      |              |
| MENARDS PLAINFIELD       | 13441 S. Route 59         | Plainfield       | IL | 60585-5822 | 815-577-3386 |
| MENARDS ROCKFORD         | 2001 South Perryville Rd  | Rockford         | IL | 61112      | 815-226-1736 |
| MENARDS STERLING         | 3800 E. Lincolnway        | Sterling         | IL | 61081-9758 | 815-622-6600 |
| MENARDS SYCAMORE         | 1825 Mercantile Drive     | Sycamore         | IL | 60178      | 815-899-3420 |
| MENARDS TINLEY PARK      | 6851 W. 159th Street      | Tinley Park      | IL | 60477      | 708-633-0014 |
| MENARDS W. CHICAGO       | 220 West North Avenue     | W. Chicago       | IL | 60185      | 630-876-3830 |
| MENARDS WOODSTOCK        | 2100 Lake Avenue          | Woodstock        | IL | 60098      | 815-206-4980 |
| MENARDS YORKVILLE        | 1800 Marketview Drive     | Yorkville        | IL | 60560      | 630-553-8601 |

**Indiana, Ace:**

|                      |                      |              |    |       |              |
|----------------------|----------------------|--------------|----|-------|--------------|
| CENTRAL ACE HARDWARE | 1025 N ARLINGTON AVE | INDIANAPOLIS | IN | 46219 | 317-357-8396 |
|----------------------|----------------------|--------------|----|-------|--------------|

|                          |                      |              |    |       |              |
|--------------------------|----------------------|--------------|----|-------|--------------|
| HEDLUND CORPORATION      | 2369 E 62ND ST       | INDIANAPOLIS | IN | 46220 | 317-255-7278 |
| WHITE'S ACE HDW AT GEIST | 10941 E 79TH ST      | INDIANAPOLIS | IN | 46236 | 317-823-0960 |
| WHITE'S ACE HDW AT NORA  | 8502 WESTFIELD RD    | INDIANAPOLIS | IN | 46240 | 317-731-7050 |
| CENTRAL ACE HARDWARE     | 5331 W WASHINGTON ST | INDIANAPOLIS | IN | 46241 | 317-244-9569 |
| ACE HARDWARE             | 1361 W 86TH ST       | INDIANAPOLIS | IN | 46260 | 317.257.6453 |

**Indiana, Do it Best:**

|                           |                      |              |    |       |
|---------------------------|----------------------|--------------|----|-------|
| Sullivan Do It Best       | 6955 N. Keystone     | Indianapolis | IN | 46220 |
| Sullivan Do It Best       | 4838 N. Pennsylvania | Indianapolis | IN | 46205 |
| Cardwell (AMI) Do It Best | 3205 Madison Ave     | Indianapolis | IN | 46227 |

**Indiana, True Value:**

|                    |                           |              |    |       |
|--------------------|---------------------------|--------------|----|-------|
| Fusek's True Value | 350 E New York St Ste 300 | Indianapolis | IN | 46204 |
|--------------------|---------------------------|--------------|----|-------|

**Minnesota, Ace:**

|                            |                      |                     |    |       |    |
|----------------------------|----------------------|---------------------|----|-------|----|
| ACE HARDWARE               | 20 6TH ST SOUTH      | MOORHEAD            | MN | 56560 | MN |
| ACE HARDWARE               | 9680 FOLEY BLVD      | COON RAPIDS         | MN | 55433 | MN |
| ACE HARDWARE #10148        | 24 W MINNESOTA AVE   | GLENWOOD            | MN | 56334 | MN |
| ACE HARDWARE #10729        | 7945 HIGHWAY 55      | ROCKFORD            | MN | 55373 | MN |
| ACE HARDWARE #11874        | 212 W THIRD ST       | MONTICELLO          | MN | 55362 | MN |
| ACE HARDWARE #12073        | 1380 E BRIDGE ST     | REDWOOD FALLS       | MN | 56283 | MN |
| ACE HARDWARE #3662         | 406 BROADWAY         | ALEXANDRIA          | MN | 56308 | MN |
| ACE HARDWARE #4851         | 120 NORTH 1ST STREET | MONTEVIDEO          | MN | 56265 | MN |
| ACE HARDWARE #5676         | 218 MAIN ST          | SANDSTONE           | MN | 55072 | MN |
| ACE HARDWARE #8776         | 5405 PENN AVE SOUTH  | MINNEAPOLIS         | MN | 55419 | MN |
| ACE HARDWARE #9638         | 20851 HOLYOKE AVE W  | LAKEVILLE           | MN | 55044 | MN |
| ACE HARDWARE & PAINT       | 17729 JUNIPER PATH   | LAKEVILLE           | MN | 55044 | MN |
| ACE HARDWARE & PAINT #9572 | 1300 FIRST ST NE     | NEW PRAGUE          | MN | 56071 | MN |
| ACE HARDWARE & PAINT #9594 | 14760 PENNOCK AVE    | APPLE VALLEY        | MN | 55124 | MN |
| ACE PAINT & HARDWARE #3099 | 3098 65TH ST E       | INVER GROVE HEIGHTS | MN | 55076 | MN |
| ARROW ACE HARDWARE         | 10 17TH AVE SW       | ROCHESTER           | MN | 55902 | MN |
| ARROW ACE HARDWARE #11081  | 485 MARSCHALL RD     | SHAKOPEE            | MN | 55379 | MN |
| ARROW ACE HARDWARE #11404  | 670 S WATER ST       | NORTHFIELD          | MN | 55057 | MN |

|                                |                         |                  |    |       |    |
|--------------------------------|-------------------------|------------------|----|-------|----|
| ARROW ACE HARDWARE #8626       | 208 NORTH CEDAR         | OWATONNA         | MN | 55060 | MN |
| ARROW ACE HARDWARE #8647       | 1500 NORTH BROADWAY     | ROCHESTER        | MN | 55906 | MN |
| ARROW ACE HARDWARE #8916       | 201 S MINNESOTA AVE     | ST PETER         | MN | 56082 | MN |
| ARROW ACE HARDWARE #9873       | 1021 15TH AVE SE        | ROCHESTER        | MN | 55904 | MN |
| CARLSON ACE HARDWARE #3078     | 16281 MAIN AVE SE       | PRIOR LAKE       | MN | 55372 | MN |
| CHEROKEE HARDWARE              | 6256 BOONE AVE N        | BROOKLYN PARK    | MN | 55369 | MN |
| D&G ACE HARDWARE               | 1417 1ST AVE SW         | AUSTIN           | MN | 55912 | MN |
| DANIELS ACE HARDWARE           | 320 W 2ND ST            | WINONA           | MN | 55369 | MN |
| DENNY & KATHY'S ACE HARDWARE   | 3123 ROOSEVELT RD       | ST CLOUD         | MN | 56301 | MN |
| DENNY & KATHY'S ACE HDWE #7584 | 2006 NORTH 8TH ST       | ST CLOUD         | MN | 56303 | MN |
| DIAMOND LAKE ACE #7754         | 5425 NICOLLET AVE       | MINNEAPOLIS      | MN | 55419 | MN |
| DJ'S TOTAL HOME CARE ACE CENTE | 6060 LABEAUX AVE NE     | ALBERTVILLE      | MN | 55301 | MN |
| FARIBAULT ACE HARDWARE #11393  | 421 2ND AVE NW          | FARIBAULT        | MN | 55021 | MN |
| FLEET & FARM SUPPLY ACE #5869  | 1300 N STATE ST         | FAIRMONT         | MN | 56013 | MN |
| FOREST LAKE ACE HARDWARE #1138 | 814 S LAKE ST           | FOREST LAKE      | MN | 55025 | MN |
| FRATTALLONE'S ACE HARDWARE     | 5016 COUNTY RD 101      | MINNETONKA       | MN | 55345 | MN |
| FRATTALLONE'S ACE HARDWARE     | 1676 GRAND AVE          | ST PAUL          | MN | 55105 | MN |
| FRATTALLONE'S ACE HARDWARE #10 | 13735 ROUND LAKE BLVD   | ANDOVER          | MN | 55304 | MN |
| FRATTALLONE'S ACE HARDWARE #10 | 1750 WEIR DR            | WOODBURY         | MN | 55125 | MN |
| FRATTALLONE'S ACE HARDWARE #11 | 3566 WINNETKA AVE N     | NEW HOPE         | MN | 55427 | MN |
| FRATTALLONE'S ACE HARDWARE #11 | 650 GRAND AVE           | ST PAUL          | MN | 55105 | MN |
| FRATTALLONE'S ACE HARDWARE #37 | 10809 UNIVERSITY AVE NE | BLAINE           | MN | 55434 | MN |
| FRATTALLONE'S ACE HARDWARE #49 | 3527 LEXINGTON AVE N    | ARDEN HILLS      | MN | 55126 | MN |
| FRATTALLONE'S ACE HARDWARE #58 | 4795 HIGHWAY 61 N       | WHITE BEAR LAKE  | MN | 55110 | MN |
| FRATTALLONE'S ACE HARDWARE #84 | 9225 N LEXINGTON AVE    | CIRCLE PINES     | MN | 55014 | MN |
| FRATTALLONE'S ACE HARDWARE #98 | 2261 37TH AVE NE        | COLUMBIA HEIGHTS | MN | 55421 | MN |
| FRATTALLONE'S ACE HARDWARE MET | 1804 NICOLLET AVE S     | MINNEAPOLIS      | MN | 55403 | MN |
| FRATTALLONE'S ACE HARDWARE MET | 3915 LAKE ST E          | MINNEAPOLIS      | MN | 55403 | MN |
| HACKENSACK LUMBER & ACE HARDWA | 124 N HWY 371           | HACKENSACK       | MN | 56452 | MN |
| HANCE ACE HARDWARE             | 903 HOPKINS CENTER      | HOPKINS          | MN | 55343 | MN |
| HARDWARE HANK / ROYALTON LUMBE | PO BOX 197              | ROYALTON         | MN | 56373 | MN |
| HITE ACE HARDWARE #8464        | 740 11TH ST E           | GLENCOE          | MN | 55336 | MN |
| HOFFMAN ACE HARDWARE #10428    | 40 ARROWHEAD LN         | MOOSE LAKE       | MN | 55767 | MN |
| HUDSON'S ACE HARDWARE          | 2900 E 42ND ST          | MINNEAPOLIS      | MN | 55406 | MN |
| HUTCHINSON ACE HARDWARE #12041 | 105 E WASHINGTON AVE    | HUTCHINSON       | MN | 55350 | MN |
| ISLE HARDWEARE HANK            | 150 W MAIN ST           | ISLE             | MN | 56342 | MN |
| JORDAN ACE HARDWARE #12084     | 540 W SECOND ST         | JORDAN           | MN | 55352 | MN |
| KENDALL'S ACE HARDWARE #10235  | 978 NORTH DALE ST       | ST PAUL          | MN | 55117 | MN |
| KUIPERS ACE HARDWARE #10424    | 7914 OLSON MEMORIAL HWY | GOLDEN VALLEY    | MN | 55427 | MN |

|                                |                        |              |    |       |    |
|--------------------------------|------------------------|--------------|----|-------|----|
| MAIN STREET ACE HARDWARE #8418 | 6388 MAIN ST           | NORTH BRANCH | MN | 55056 | MN |
| MCCABE'S ACE HARDWARE #7718    | 1200 MAIN ST EAST      | SLEEPY EYE   | MN | 56085 | MN |
| MERICKEL ACE HARDWARE #313     | HIGHWAY 10 WEST        | WADENA       | MN | 56482 | MN |
| MIMBACH FLEET ACE HARDWARE     | 5833 RIDGEWOOD RD      | ST CLOUD     | MN | 56304 | MN |
| NICOLLET ACE HARDWARE #9328    | 3805 NICOLLET AVE S    | MINNEAPOLIS  | MN | 55409 | MN |
| PARTNERS HARDWARE HANK         | 242 SIBLEY AVE N       | LITCHFIELD   | MN | 55355 | MN |
| PELLICCI ACE HARDWARE #6324    | 113 ELM ST             | FARMINGTON   | MN | 55024 | MN |
| PRINCETON ACE HARDWARE         | 706 S RUM RIVER DR     | PRINCETON    | MN | 55371 | MN |
| RED WING ACE HARDWARE          | 1264 WEST MAIN ST      | RED WING     | MN | 55066 | MN |
| RETZLAFF ACE HARDWARE          | 21 N MINNESOTA         | NEW ULM      | MN | 56073 | MN |
| RITE ACE HDWE & RENTAL #9133   | 13151 WEAVER LAKE RD   | MAPLE GROVE  | MN | 55369 | MN |
| ROBBINSDALE ACE HARDWARE #1058 | 4140 W BROADWAY AVE    | ROBBINSDALE  | MN | 55422 | MN |
| ROERIG ACE HARDWARE            | 4 N MAIN ST N          | WINNEBAGO    | MN | 56098 | MN |
| RUSKELL HARDWARE               | 1301 18TH AVE          | AUSTIN       | MN | 55912 | MN |
| SCHUTT'S TRUE VALUE            | 907 ATLANTIC AVE       | KERKHOVEN    | MN | 56252 | MN |
| SCHWALBACH ACE HARDWARE        | 1131 OXFORD ST         | WORTHINGTON  | MN | 56187 | MN |
| STILLWATER ACE HARDWARE #4018  | 1662 MARKET DR         | STILLWATER   | MN | 55082 | MN |
| SUBURBAN ACE HARDWARE #10978   | 1930 N LEXINGTON AVE   | ROSEVILLE    | MN | 55113 | MN |
| TERRY'S ACE HARDWARE #3035     | 14635 S ROBERT TRAIL   | ROSEMOUNT    | MN | 55068 | MN |
| TERRY'S ACE HARDWARE #3933     | 375 33RD ST WEST       | HASTINGS     | MN | 55033 | MN |
| TRACY BUILDERS SUPPLY ACE      | 221 SOUTH 4TH ST       | TRACY        | MN | 56175 | MN |
| WACONIA ACE FARM & HOME SUPPLY | 801 SOUTH HWY 284      | WACONIA      | MN | 55387 | MN |
| WELNA ACE HARDWARE #7166       | 2438 BLOOMINGTON AVE S | MINNEAPOLIS  | MN | 55404 | MN |
| WELNA ACE HARDWARE II #4232    | 2201 E FRANKLIN        | MINNEAPOLIS  | MN | 55404 | MN |
| WISE ACE HARDWARE #87          | 210 S WASHINGTON       | LAKE CITY    | MN | 55041 | MN |
| WYOMING ACE HARDWARE           | PO BOX 8               | WYOMING      | MN | 55092 | MN |

**Minnesota, True Value, Hardware Hank & Mills Fleet Farm:**

|                                |                   |           |    |       |    |
|--------------------------------|-------------------|-----------|----|-------|----|
| AGNEW HARDWARE HANK            | 104 WALL ST       | ONAMIA    | MN | 56359 | MN |
| MILLS FLEET FARM               | 4891 MAINE AVE SE | ROCHESTER | MN | 55904 | MN |
| AGNEW HARDWARE HANK            | 104 WALL ST       | ONAMIA    | MN | 56359 | MN |
| HARDWARE HANK / ROYALTON LUMBE | PO BOX 197        | ROYALTON  | MN | 56373 | MN |
| ISLE HARDWEARE HANK            | 150 W MAIN ST     | ISLE      | MN | 56342 | MN |
| MILLS FLEET FARM               | 4891 MAINE AVE SE | ROCHESTER | MN | 55904 | MN |
| MIMBACH FLEET ACE HARDWARE     | 5833 RIDGEWOOD RD | ST CLOUD  | MN | 56304 | MN |

|                            |                  |            |    |       |    |
|----------------------------|------------------|------------|----|-------|----|
| PARTNERS HARDWARE HANK     | 242 SIBLEY AVE N | LITCHFIELD | MN | 55355 | MN |
| SCHUTT'S TRUE VALUE        | 907 ATLANTIC AVE | KERKHOVEN  | MN | 56252 | MN |
| TRUE VALUE HOME & HARDWARE | 828 30TH AVE S   | MOORHEAD   | MN | 56560 | MN |

**Minnesota, Menards:**

|                       |                          |              |    |       |    |
|-----------------------|--------------------------|--------------|----|-------|----|
| MENARDS               | 14960 FLORENCE TRAIL     | APPLE VALLEY | MN | 55421 | MN |
| MENARDS               | 1415 COUNTRY ROAD 134    | BUFFALO      | MN | 55421 | MN |
| MENARDS               | 2700 HWY 13 WEST         | BURNSVILLE   | MN | 55421 | MN |
| MENARDS               | 12600 PLAZA DRIVE        | EDEN PRAIRIE | MN | 55421 | MN |
| MENARDS               | 5351 Central Ave NE      | FRIDLEY      | MN | 55421 | MN |
| MENARDS               | 6800 Wayzata Blvd        | MINNEAPOLIS  | MN | 55421 | MN |
| MENARDS               | 16500 96TH AVENUE NORTH  | MAPLE GROVE  | MN | 55421 | MN |
| MENARDS               | 2280 MAPLEWOOD DRIVE     | MAPLE WOOD   | MN | 55421 | MN |
| MENARDS               | 3205 HADLEY AVENUE NORTH | OAKDALE      | MN | 55421 | MN |
| MENARDS               | 7701 NICOLLET AVE        | RICHFIELD    | MN | 55421 | MN |
| MENARDS               | 2005 W UNIVERSITY AVE    | MINNEAPOLIS  | MN | 55421 | MN |
| MENARDS - ALEXANDRIA  | 215 50TH AVE             | ALEXANDRIA   | MN | 56308 | MN |
| MENARDS - COON RAPIDS | 3045 MAIN ST             | COON RAPIDS  | MN | 55448 | MN |
| MENARDS - ELK RIVER   | 19521 EVANS ST NW        | ELK RIVER    | MN | 55330 | MN |
| MENARDS - FOREST LAKE | 22800 EVERTON AVE N      | FOREST LAKE  | MN | 55025 | MN |
| MENARDS - WILLMAR     | 3330 1ST ST S            | WILLMAR      | MN | 56201 | MN |

**Missouri, Ace:**

|                           |                        |                 |    |       |              |
|---------------------------|------------------------|-----------------|----|-------|--------------|
| HENKLE'S ACE              | 1201 S MADISON         | WEBB CITY       | MO | 64870 | 417.673.2112 |
| R&R ACE                   | 845 N COMMERCIAL AVE   | ST CLAIR        | MO | 63077 | 636-629-4300 |
| EZARD'S ACE               | 5816 HWY 54 STE 100    | OSAGE BEACH     | MO | 65065 | 573.348.2921 |
| WESTLAKE ACE HARDWARE #72 | 810 COUNTRY CORNERS    | WASHINGTON      | MO | 63090 | 636-239-6761 |
| WESTLAKE ACE HARDWARE     | 1614 GREEN ST          | KIRKSVILLE      | MO | 63501 | 660-665-3742 |
| ELIAS ACE HARDWARE        | 1719 N KINGS HIGHWAY   | CAPE GIRARDEAU  | MO | 63701 | 573-335-3900 |
| WESTLAKE HARDWARE         | 157 CROWN HILL RD      | EXCELSIOR SPRGS | MO | 64024 | 816-630-2770 |
| WESTLAKE ACE HARDWARE     | 2305 MISSOURI BLVD     | JEFFERSON CITY  | MO | 65101 | 573-636-2189 |
| WESTLAKE ACE              | 206 E 2ND ST           | FULTON          | MO | 65251 | 573-642-7201 |
| WESTLAKE ACE HARDWARE     | W PLAZA SHPPG CTR      | MEXICO          | MO | 65265 | 573-581-6691 |
| WESTLAKE ACE HARDWARE     | HWY 24 & BUS 63        | MOBERLY         | MO | 65270 | 660-263-1800 |
| WESTLAKE ACE              | 1010 THOMPSON BLVD     | SEDALIA         | MO | 65301 | 660.827.3630 |
| WESTLAKE ACE              | 58 HWY & 71 HWY        | BELTON          | MO | 64012 | 816.331.9277 |
| WESTLAKE ACE              | 1205 N 7 HWY           | BLUE SPRINGS    | MO | 64015 | 816.229.1177 |
| WESTLAKE ACE              | 918 SW 7 HWY           | BLUE SPRINGS    | MO | 64015 |              |
| WESTLAKE ACE              | 103 S 291 HWY          | LEE'S SUMMIT    | MO | 64063 | 816.525.4227 |
| WESTLAKE ACE              | 444 SOUTH WEST WARD RD | LEE'S SUMMIT    | MO | 64081 | 816.246.4494 |
| WESTLAKE ACE              | 328 B EAST YOUNG ST    | WARRENSBURG     | MO | 64093 | 660.429.3199 |
| WESTLAKE ACE              | 10130 E STATE RT 350   | RAYTOWN         | MO | 64138 | 816.353.6120 |
| WESTLAKE ACE              | 1804 E. OHIO ST        | CLINTON         | MO | 64735 | 660.885.1054 |
| WESTLAKE ACE              | 1900 BUSINESS LOOP 70E | COLUMBIA        | MO | 65201 | 573.449.7277 |
| WESTLAKE ACE              | 1910 W WORLEY          | COLUMBIA        | MO | 65203 | 573.445.4012 |
| WESTLAKE ACE              | 415 E 24 HIGHWAY       | INDEPENDENCE    | MO | 64050 | 816.254.0411 |
| WESTLAKE ACE              | 4545B SOUTH NOLAND RD  | INDEPENDENCE    | MO | 64055 | 816.373.1073 |
| WESTLAKE ACE              | 1000 WESTPORT ROAD     | KANSAS CITY     | MO | 64111 | 816.756.2445 |
| WESTLAKE ACE              | 1020 W. 103 STREET     | KANSAS CITY     | MO | 64114 | 816.941.8922 |
| WESTLAKE ACE              | 5009 N.E. VIVIAN RD    | KANSAS CITY     | MO | 64119 | 816.454.1122 |
| WESTLAKE ACE              | 5945 NE ANTIOCH RD     | GLADSTONE       | MO | 64119 | 816.454.9900 |
| WESTLAKE ACE              | 6201 INDEPENDENCE AVE  | KANSAS CITY     | MO | 64125 | 816.231.8505 |
| WESTLAKE ACE              | 2350 S CAMPBELL AVE    | SPRINGFIELD     | MO | 65807 | 417.887.8926 |
| RATHBONE ACE              | 508 E COMMERCIAL       | SPRINGFIELD     | MO | 65803 | 417.862.6775 |

**Missouri, True Value:**

|                       |          |        |    |       |                |
|-----------------------|----------|--------|----|-------|----------------|
| Pearl Bros True Value | 617 Main | Joplin | MO | 64801 | 1 417 623 6848 |
|-----------------------|----------|--------|----|-------|----------------|

|                       |                        |            |    |       |                |
|-----------------------|------------------------|------------|----|-------|----------------|
| Brad's True Value     | 530 E. Mt. Vernon Blvd | Mt. Vernon | MO | 65712 | 1 417 466 3769 |
| Journagan True Value  | 1200 E. Church         | Aurora     | MO | 65605 | 1 417 678 4488 |
| Neosho True Value     | 1725 La Questa         | Neosho     | MO | 64850 | 1 417 451 4457 |
| Ash Grove True Value  | 307 Perryman           | Ash Grove  | MO | 65604 | 1 417 751 2911 |
| Dickey Bub True Value | Hwy 8 & Trimfoot Rd    | Potosi     | MO | 63664 |                |
| Dickey Bub True Value | 1 Union Plaza          | Union      | MO | 63084 | 636-583-1177   |
| Bourbon True Value    | 140 West Pine          | Bourbon    | MO | 65441 |                |

**Missouri, Do it Best:**

|                    |                       |          |    |       |              |
|--------------------|-----------------------|----------|----|-------|--------------|
| Wally's Do it Best | 252 S Service Rd East | Sullivan | MO | 63080 | 573-468-8312 |
| Wally's Do it Best | 360 S Main            | Gerald   | MO | 63037 | 573-764-3513 |

**Missouri, Hy-Vee:**

|        |                          |             |    |       |
|--------|--------------------------|-------------|----|-------|
| Hy-Vee | 207 NE Englewood Road    | Kansas City | MO | 64118 |
| Hy-Vee | 8301 North St. Clair Ave | Kansas City | MO | 64151 |
| Hy-Vee | 3100 West Broadway       | Columbia    | MO | 65203 |
| Hy-Vee | 7117 North Prospect      | Gladstone   | MO | 65203 |

**Missouri, Home Depot:**

|                                  |                            |                  |    |       |              |
|----------------------------------|----------------------------|------------------|----|-------|--------------|
| THE HOME DEPOT- ELLISVILLE       | 37 ELLISVILLE TOWNE CENTER | ELLISVILLE       | MO | 63011 | 636.273.6100 |
| THE HOME DEPOT- BRENTWOOD        | 1603 S HANLEY RD           | BRENTWOOD        | MO | 63144 | 314.647.6050 |
| THE HOME DEPOT- BRIDGETON        | 11215 ST CHARLES ROCK RD   | BRIDGETON        | MO | 63044 | 314.291.5288 |
| THE HOME DEPOT- TOWN AND COUNTRY | 13929 MANCHESTER RD        | TOWN AND COUNTRY | MO | 63011 | 636.207.8875 |
| THE HOME DEPOT- SAINT LOUIS      | 10890 SUNSET HILLS PLAZA   | SAINT LOUIS      | MO | 63127 | 314.909.7771 |
| THE HOME DEPOT- SAINT CHARLES    | 3891 MEXICO RD             | SAINT CHARLES    | MO | 63303 | 636.936.9494 |
| THE HOME DEPOT- SAINT LOUIS      | 7481 S LINDBERG BLVD       | SAINT LOUIS      | MO | 63125 | 314.894.6099 |
| THE HOME DEPOT- ST LOUIS         | 3202 S KINGS HWY BLVD      | ST LOUIS         | MO | 63139 | 314.865.0700 |
| THE HOME DEPOT- ARNOLD           | 3865 VOGEL RD              | ARNOLD           | MO | 63010 | 636.287.1111 |
| THE HOME DEPOT- O FALLON         | 1525 HWY K                 | O FALLON         | MO | 63366 | 636.281.9535 |
| THE HOME DEPOT- ST PETER         | 6190 MID RIVER MALL DR     | ST PETER         | MO | 63304 | 636.922.1281 |
| THE HOME DEPOT- WENTZVILLE       | 1920 WENTZVILLE PKWY       | WENTZVILLE       | MO | 63385 | 636.327.0897 |
| THE HOME DEPOT- FESTUS           | 1131 W GANNON              | FESTUS           | MO | 63028 | 636.937.9601 |

|                              |                          |              |    |       |              |
|------------------------------|--------------------------|--------------|----|-------|--------------|
| THE HOME DEPOT- FLORISSANT   | 13915 NEW HALLS FERRY RD | FLORISSANT   | MO | 63033 | 314.972.0604 |
| THE HOME DEPOT- OVERLAND     | 8901 PAGE AVENUE         | OVERLAND     | MO | 63114 | 314.733.1534 |
| THE HOME DEPOT- CHESTERFIELD | 390 T.H.F.F. DRIVE       | CHESTERFIELD | MO | 63005 | 636.536.0675 |



Attachment B - Cooperative Ads

Sponsored by: **Do it Best** **GE** **energy star** **CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR** **CARE** **ComEd**

ComEd Brings you **ENERGY STAR®** Qualified bulbs, on sale for as low as 99¢

**\$2**  
**Cash-Back Per Bulb**

**Savings with a twist**

See other side for information.

The ENERGY STAR® Change a Light, Change the World campaign is an annual challenge during October and November for all Americans to switch to ENERGY STAR® qualified lighting products. Changing just one light in your home to an ENERGY STAR® qualified one saves energy, money and helps protect our environment. By taking the pledge, you can help change the world, one light at a time.

**In-Store Instant Rebate**

**Compact Fluorescent Floodlight Bulb**  
15 watt. Incandescent wattage equivalent to 65 watt. Avg. life 8,000 hours. (3138120)

**Compact Fluorescent Globe Bulb**  
9 watt. Incandescent wattage equivalent to 40 watt. Avg. life 6,000 hours. (3991965)

**Compact Fluorescent Post Lantern**  
11 watt. Incandescent wattage equivalent to 40 watt. Avg. life 6,000 hours. (3992096)

**Compact Fluorescent Outdoor Floodlight**  
26 watt. Incandescent wattage equivalent to 90 watt. Avg. life 6,000 hours. (3992260)

**Your Choice**  
You Pay **6<sup>99</sup>**  
In-Store Instant Rebate **2<sup>00</sup>**  
**4<sup>99</sup>** Final Cost

Sponsored by **ComEd**  
Administered by **MEEA**

Limit 12 rebates total.  
Rebate available at Illinois stores only. While supplies last. No rain checks.

**GENERAL PURPOSE** 10460

**GE energy smart 60** LASTS 5 YEARS

**Soft White Long Life Spiral Fluorescent Light Bulb**

- ENERGY STAR qualified.
- Compact, fits table lamps.
- 13 watt (60-watt equivalent) - uses less energy!
- 8,000 average hours - lasts longer!
- Saves on average \$30\* in energy costs.

**Sale Price \$2.99**  
**In-Store Reward \$2.00**

Fill out Instant Reward Form In Store... and Pay Only **99¢**

**Right At The Register!**  
Offer Good While Supplies Last!

**HURRY! Limited to Stock on Hand!** (NO RAINCHECKS ON CFL BULBS)

\*Savings vary with utility rates.

7-6 Mon.-Fri.  
7-6 Saturday  
10-4 Sunday

**JOURNAGAN HARDWARE & LUMBER**  
678-4488 or Toll Free 1-888-817-Rent  
OPEN SUNDAYS 10 A.M. TO 4 P.M.

1202 East Church St.  
Aurora, MO

**True Value.** START RIGHT. START HERE.  
**EMPIRE** SERVICES YOU COUNT ON

Attachment C – Directional Sign

**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**

# Savings with a twist

**\$2**  
Cash-Back  
per bulb

To receive your Instant Cash-Back Rebate:

- 1 Choose which ENERGY STAR® qualified lighting products you wish to purchase.
- 2 Completely fill out coupon.
- 3 Bring your ENERGY STAR qualified products and your completed coupon to the checkout.

Limit 12 bulbs per customer.

To operate with high efficiency, compact fluorescent light bulbs (CFLs) must contain a small amount of mercury. Handle in accordance with disposal laws. See [www.enr.gov/cfl](http://www.enr.gov/cfl).

888.476.9548 [mwalliance.org/cal2007](http://mwalliance.org/cal2007)  
MWA supplies listed. Valid for Indianapolis Power & Light Company residential electric customers only.  
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© 2007 General Electric Company

Attachment D - Shelf Shouter & Price Point

**CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR**

# Savings with a twist

**\$2 Cash Back per bulb**  
Limit 6 CFLs per customer.

**ENERGY STAR® Qualified Compact Fluorescent Light Bulbs (CFLs)**

- Use up to 75% less energy than regular bulbs
- Last up to 10 times longer
- Save an average of \$30 or more in energy costs over their lifetime
- Produce 75% less heat
- Help the environment by saving energy

Because CFLs use less power to create the same amount of light, use the chart below to determine the correct wattage for your needs.

| Inandescent Bulb | CFL Equivalent | Lifetime Savings |
|------------------|----------------|------------------|
| 40 watt          | 9-11 watt      | \$15-\$25        |
| 60 watt          | 13-17 watt     | \$25-\$30        |
| 75 watt          | 18-20 watt     | \$30-\$35        |
| 100 watt         | 23-28 watt     | \$40-\$45        |
| 150 watt         | 32-42 watt     | \$60-\$70        |

888.436.9548 [mywilliams.org/cfl2007](http://mywilliams.org/cfl2007)  
williams williams and its various related entities, customers or participating utilities are not liable sponsors of energy efficiency programs.  
 © 2007 Focus on Energy MEEA-4014-0107  
 © Commonwealth Edison Company, 2007  
 © 2007 General Electric Company

**ComEd.**

# Savings with a twist

**\$2 Cash-Back per bulb**  
Limit six (6) 2-packs per customer.

Regular Price \$

Sale Price \$

Instant Rebate **\$2.00** per bulb

Final Price \$

Limit six (6) 2-packs per customer per visit.  
 © 2007 Focus on Energy MEEA-4014-0107  
 © Commonwealth Edison Company, 2007  
 © 2007 General Electric Company

**ComEd.**  
 888.806.CARE (2273)  
[www.ComEdCare.com](http://www.ComEdCare.com)

**CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR**



**ComEd.**

# Savings with a twist

**\$2**  
Cash-Back  
per bulb

Save 2 light bulbs per customer.

**ENERGY STAR<sup>®</sup> Qualified Light Bulbs**

- Use up to 75% less energy than regular bulbs
- Last up to 10 times longer
- Save an average of \$30 or more in energy costs over their lifetime\*
- Produce 75% less heat
- Help the environment by saving energy

\* Based on a 100-watt incandescent bulb. Actual savings may vary.

To see all 2007 CFLs, visit our website. Search for Light Bulbs (275) and you will see a small amount of energy. We hope it's enough for you to get out there. See www.comed.com.

**ComEd.**  
888.806.CARE (2273)  
www.ComEdCare.com

M&E Supply Co., Inc. 2007 Energy Star qualified products are available at participating locations only.  
© 2007 Power and Energy M&E, LLC 2757  
© 2007 Environmental Protection Agency  
© 2007 General Electric Company

MEEA GE

CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR

# Savings with a twist

**\$2**  
Cash Back  
per bulb

Save 2 CFLs per customer.

**ENERGY STAR<sup>®</sup> Qualified Compact Fluorescent Light Bulbs (CFLs)**

- Use up to 75% less energy than regular bulbs
- Last up to 10 times longer
- Save an average of \$30 or more in energy costs over their lifetime
- Produce 75% less heat
- Help the environment by saving energy

[mwalliance.org/cal2007](http://mwalliance.org/cal2007)  
888.476.9548

M&E Supply Co., Inc. 2007 Energy Star qualified products are available at participating locations only.  
© 2007 Power and Energy M&E, LLC 2757  
© 2007 General Electric Company

Ameren UE

**ComEd®**

# Savings with a twist

**\$2**  
Cash-Back per bulb  
Limit six (6) per-gallon per customer.

|                       |                 |
|-----------------------|-----------------|
| Regular Price \$      | 5.97            |
| Instant Rebate        | \$2.00 per bulb |
| <b>Final Price \$</b> | <b>1.97</b>     |

While supplies last. Void in whole rebates voided. ©2007 ComEd. All rights reserved. 07-0001. A Commonwealth Edison Company, 2007. A 2007 Menards Electric Company.

**ComEd.**  
888.906.CARE (2273)  
www.ComEdCare.com

**MEEA**  
Member Energy Efficiency Alliance

**GE**

**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**

Attachment G – Coupons

ComEd.

\$2

Instant Rebate

On ENERGY STAR® Qualified Bulbs

Purchased at Ace Hardware

Offer available to Illinois ComEd residential electric customers only. I certify that I am an Illinois ComEd residential electric customer.

Please sign or initial here: \_\_\_\_\_

Please complete the following information:

name \_\_\_\_\_

street address \_\_\_\_\_

city, state & zip \_\_\_\_\_

home phone (for verification only) \_\_\_\_\_

name of store where purchased Ace Hardware

city \_\_\_\_\_ date \_\_\_\_/\_\_\_\_/\_\_\_\_

Please complete the following:

| Quantity             | CFL                 | Standard Equiv. | GE Model             | Ace SKU      |
|----------------------|---------------------|-----------------|----------------------|--------------|
| <input type="text"/> | 13w (Mini-Spiral)   | 60W             | 16460                | (3237096)    |
| <input type="text"/> | 15w (Spiral)        | 60W             | 41520                | (3166493)    |
| <input type="text"/> | 20w (Spiral)        | 75W             | 15516                | (3166501)    |
| <input type="text"/> | 26w (Spiral)        | 100W            | 15517                | (3166485)    |
| <input type="text"/> | 11w (Globe)         | 40W             | 47484                | (3991965)    |
| <input type="text"/> | 15w (Reflector)     | 65W             | 20708                | (3138120)    |
| <input type="text"/> | 26w (Outdoor)       | 90W             | 47483                | (3992260)    |
| <input type="text"/> | 11w (Bag Light)     | 40W             | 49895                | (3992104)    |
| <input type="text"/> | 11w (Post Light)    | 40W             | 49894                | (3992096)    |
| <input type="text"/> | TOTAL Bulbs x \$2 = |                 | <input type="text"/> | Total Rebate |

Limit 12 bulbs per customer.

While supplies last. Instant Rebate not to exceed purchase price. Offer valid 10/01/07 – 12/31/07.

CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR

To Receive Your Rebate:

1. Select up to 12 ENERGY STAR qualified bulb(s) you wish to purchase from the list on the reverse side of this coupon.
2. Bring your ENERGY STAR qualified bulb(s) and this completed coupon to the checkout and get \$2 off the purchase price of each bulb at the register.

**Important Information:**  
 This offer is available to Illinois ComEd customers who purchase qualified compact fluorescent bulbs from October 1, 2007, through December 31, 2007, only. Offer good while supplies last, and may not be combined with any other utility or sponsor offer. Limit 12 bulbs per customer per visit.

The sponsoring utilities/organizations reserve the right to withdraw this offer without notice. Photocopies or facsimiles of this form are not acceptable. Rebated bulbs may not be used for resale. Ineligible rewards are subject to denial or repayment to the program. Instant Rebate not to exceed purchase price.

**Confidentiality statement:**  
 I am providing the requested information solely to be eligible to participate in this program and request that the personal information supplied by me be treated as confidential.

Please sign or initial here: \_\_\_\_\_

**For the authorized retailer:**  
 To redeem, complete the coupon receipt (provided by your representative), include the address where check is to be mailed, and total amount of expected reimbursement and send with rebate coupons to: ENERGY STAR Bulbs, c/o WECC, 431 Charmany Drive, Madison, WI 53719. Mailing insurance on redeemed coupons is suggested, as you are responsible for any coupons lost in shipping. Retailer must submit coupons to WECC no later than January 18, 2008 to qualify for reimbursement.

While supplies last. Offer valid 10/01/07 – 12/31/07. MSA-4005-0807-LAH  
 © 2007 General Electric Company



**ComEd.**

# \$2 Instant Rebate

On ENERGY STAR® Qualified Bulbs

*Purchased at Do it Best*

Offer available to Illinois ComEd residential electric customers only. I certify that I am an Illinois ComEd residential electric customer.

Please sign or initial here: \_\_\_\_\_

Please complete the following information:

name \_\_\_\_\_

street address \_\_\_\_\_

city, state & zip \_\_\_\_\_

home phone (for verification only) \_\_\_\_\_

name of store where purchased **Do it Best** \_\_\_\_\_

city \_\_\_\_\_ date \_\_\_\_/\_\_\_\_/\_\_\_\_

Please complete the following:

| Quantity             | CFL              | Standard Equiv. | GE Model | DIB SKU  |
|----------------------|------------------|-----------------|----------|----------|
| <input type="text"/> | 13W (Spiral)     | 60W             | 16460    | (505749) |
| <input type="text"/> | 15W (Spiral)     | 60W             | 41520    |          |
| <input type="text"/> | 20W (Spiral)     | 75W             | 15516    | (556416) |
| <input type="text"/> | 26W (Spiral)     | 100W            | 15517    | (506664) |
| <input type="text"/> | 11W (Type R20)   | 50W             | 24691    | (509854) |
| <input type="text"/> | 15W (Type R30)   | 65W             | 20708    | (536903) |
| <input type="text"/> | 26W (Outdoor)    | 90W             | 47483    | (507348) |
| <input type="text"/> | 14W (Post Light) | 60W             | 85384    | (506699) |
| <input type="text"/> | 14W (Bug Light)  | 60W             | 47464    | (556440) |

TOTAL Bulbs x \$2 =  Total Rebate

Limit 12 light bulbs per customer.

While supplies last. Instant Rebate not to exceed purchase price. Offer valid 10/01/07 - 12/31/07.



**ComEd.**

# Rebaja Instantánea de \$2

para bombillas calificadas ENERGY STAR®

*Compradas en las tiendas Ace Hardware*

Esta oferta es solamente disponible para clientes residenciales de ComEd. Certifico que soy un cliente residencial de ComEd.

Por favor firme o marque con sus iniciales aquí: \_\_\_\_\_

Por favor complete la siguiente información:

Nombre \_\_\_\_\_

Dirección \_\_\_\_\_

Ciudad, Estado, Código Postal \_\_\_\_\_

Teléfono (para verificación solamente) \_\_\_\_\_

Nombre de la tienda **Ace Hardware** \_\_\_\_\_

Ciudad \_\_\_\_\_ Fecha \_\_\_\_/\_\_\_\_/\_\_\_\_

Por Favor complete lo siguiente:

| Cantidad             | CFL                    | Estándar Equiv. | Modelo | SKU       |
|----------------------|------------------------|-----------------|--------|-----------|
| <input type="text"/> | 13V (Mini-Spiral)      | 60V             | 16460  | (3237096) |
| <input type="text"/> | 15V (Spiral)           | 60V             | 41520  | (3166493) |
| <input type="text"/> | 20V (Spiral)           | 75V             | 15516  | (3166501) |
| <input type="text"/> | 26V (Spiral)           | 100V            | 15517  | (3166485) |
| <input type="text"/> | 11V (Globe)            | 40V             | 47484  | (3991965) |
| <input type="text"/> | 15V (Reflector)        | 65V             | 20708  | (3138120) |
| <input type="text"/> | 26V (Mini-Linear)      | 90V             | 47483  | (3992260) |
| <input type="text"/> | 11V (Luz para Inodoro) | 40V             | 49896  | (3992104) |
| <input type="text"/> | 11V (Luz de Porch)     | 40V             | 49894  | (3992096) |

TOTAL # de bombillas x \$2 =  Rebaja Total

Límite de 12 bombillas por cliente.

Oferta válida mientras las provisiones duren. Rebaja instantánea no puede exceder el precio de compra. Oferta válida 10/01/07 - 12/31/07.



# \$2 Instant Rebate

On ENERGY STAR® Qualified Bulbs

*Purchased at True Value*

Please complete the following information:

my electric utility company \_\_\_\_\_

name \_\_\_\_\_

street address \_\_\_\_\_

city, state & zip \_\_\_\_\_

daytime phone (for verification only) \_\_\_\_\_

name of store where purchased **True Value** \_\_\_\_\_

city \_\_\_\_\_ date \_\_\_\_/\_\_\_\_/\_\_\_\_

Please complete the following:

| Quantity             | CFL                        | Standard Equiv. | GE Model             | TV#                 |
|----------------------|----------------------------|-----------------|----------------------|---------------------|
| <input type="text"/> | 13w (Mini-Spiral)          | 60W             | 16460                | (777225)            |
| <input type="text"/> | 15w (Spiral)               | 60W             | 41520                | (173799)            |
| <input type="text"/> | 20w (Spiral)               | 75W             | 15516                | (178152)            |
| <input type="text"/> | 26w (Spiral)               | 100W            | 15517                | (179200)            |
| <input type="text"/> | 11w (Globe)                | 40W             | 47484                | (897504)            |
| <input type="text"/> | 15w (Reflector)            | 65W             | 20708                | (797123)            |
| <input type="text"/> | 32w (Spiral)               | 150W            | 24684                | (578932)            |
| <input type="text"/> | 26w (Outdoor Par38)        | 90W             | 47483                | (578916)            |
| <input type="text"/> | 14w (Bug Light)            | 60W             | 47464                | (179879)            |
| <input type="text"/> | 14w (Post Light)           | 60W             | 85384                | (897488)            |
| <input type="text"/> | <b>TOTAL Bulbs x \$2 =</b> |                 | <input type="text"/> | <b>Total Rebate</b> |

Limit 6 bulbs per customer. Maximum rebate = \$12.00

While supplies last. Instant Rebate not to exceed purchase price. Offer valid 10/01/07 - 12/31/07.

Instant Rebate Sponsored by:



# \$2 Instant Rebate

On ENERGY STAR® Qualified Bulbs

*Purchased at Hy-Vee*

My electric utility company \_\_\_\_\_

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Daytime Phone (for verification only) \_\_\_\_\_

Name of Store Where Purchased **Hy-Vee** \_\_\_\_\_

City \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Check one box that best represents where this/these light bulb(s) will be used:

residential  business

Please complete the following:

| Quantity             | CFL                        | Standard Equiv. | GE Model             |
|----------------------|----------------------------|-----------------|----------------------|
| <input type="text"/> | 10w                        | 40W             | 49906                |
| <input type="text"/> | 13w                        | 60W             | 16460                |
| <input type="text"/> | 15w                        | 60W             | 41520                |
| <input type="text"/> | 20w                        | 75W             | 15516                |
| <input type="text"/> | 26w                        | 100W            | 15517                |
| <input type="text"/> | <b>TOTAL Bulbs x \$2 =</b> |                 | <input type="text"/> |
|                      |                            |                 | <b>Total Rebate</b>  |

Limit 6 light bulbs per customer.

Rebate not to exceed purchase price. Offer valid Offer valid Oct. 1, 2007 - Dec. 31, 2007. While supplies last.

Instant Rebate Sponsored by:





n:vision™

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### COLOR YOUR LIFE

**Soft white light** is the ideal household light. It provides a soft, warm glow that is comfortable and relaxing, and is the most energy-efficient in long-term, family rooms, nurseries and so on. **Look for it in a green package.**

**soft white**

**Bright white light** is a great working light that gives off a cool, crisp glow. The ideal light for working in the kitchen, bathroom, hall, garage, basement and garage. It provides light that has a lot of punch. **You will find it in a red package.**

**bright white**

**Daylight** features a bright light that provides accurate color rendition and simulates natural daylight. Its brilliant appearance is great for reading and detailed work, for example, in a workshop or office. **You will find it in a blue package.**

**day light**

### SPECIAL PRICING

|   |   |
|---|---|
| <p><b>Your Price</b><br/><b>\$3.97</b><br/><small>was 14.142</small></p>  | <p><b>Your Price</b><br/><b>\$4.97</b><br/><small>was 738.704</small></p> |
| <p><b>Your Price</b><br/><b>\$5.97</b><br/><small>was 118.042</small></p> | <p><b>Your Price</b><br/><b>\$8.97</b><br/><small>was 772.720</small></p> |
| <p><b>Your Price</b><br/><b>\$3.97</b><br/><small>was 118.127</small></p> | <p><b>Your Price</b><br/><b>\$4.97</b><br/><small>was 772.720</small></p> |
| <p><b>Your Price</b><br/><b>\$5.97</b><br/><small>was 111.181</small></p> | <p><b>Your Price</b><br/><b>\$2.97</b><br/><small>was 772.840</small></p> |
| <p><b>Your Price</b><br/><b>\$5.97</b><br/><small>was 111.140</small></p> | <p><b>Your Price</b><br/><b>\$2.97</b><br/><small>was 772.870</small></p> |
| <p><b>Your Price</b><br/><b>\$3.97</b><br/><small>was 423.190</small></p> |   |

PROMOTIONAL PRICING  
provided by

An Exelon Company

This offer cannot be combined with any other offer from ComEd. Limited time offer.

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ComEd has teamed up with The Home Depot to make it easier for you to change out your incandescent light bulbs with ENERGY STAR® compact fluorescent lighting.

ComEd has teamed up with The Home Depot to make it easier for you to change out your incandescent light bulbs with ENERGY STAR® compact fluorescent lighting.

## Attachment I - Speaking Points

Changing a light bulb is one of the easiest energy efficiency improvements residents can make. All it takes is screwing in an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb, or CFL.

### Change a Light, Change the World

- The “Change a Light, Change the World” campaign has a simple message: When you change your next light bulb or fixture, make sure it is ENERGY STAR qualified.
  - Save money on your electric bills for years to come.
  - Reduce demand on the area’s electricity generation and distribution systems.
  - Help keep our environment clean for future generations.
  - Get the same bright, warm light you find with traditional incandescent light bulbs.
  - Added convenience because ENERGY STAR qualified light bulbs last up to 10 times longer than incandescent light bulbs.
  - And during the “Change a Light, Change the World” program, you can save money right now with a special \$2 instant rebate on ENERGY STAR qualified CFL.

### Why Switch?

- There are a variety of good reasons to make the switch. Just to recap and summarize...
  - **Immediate Savings:** During the “Change a Light” program, area residents can purchase ENERGY STAR qualified CFLs for as little as \$.99 each at select participating retailer locations.
  - **Savings for Years to Come:** Save at least \$150 in energy costs simply by replacing the five most frequently used light fixtures, or the bulbs in them, in your home with ENERGY STAR qualified CFLs.
  - **Reduced Energy Consumption:** CFLs use up to 75 percent less energy than incandescent bulbs. Switching to CFLs reduces demand on the electric system and helps ensure a reliable supply of energy for our residents and businesses.
  - **A Brighter Earth:** When you use ENERGY STAR qualified products, you actively reduce the amount of fossil fuels, such as coal, burned to produce electricity. This prevents pollution and combats global climate change by reducing greenhouse gas emissions.
  - **Convenience:** CFLs last up to 10 times longer than standard incandescent bulbs. That’s more than four years under typical use. You’ll benefit from not having to replace burned-out light bulbs as often – particularly those hard-to-reach bulbs.

- **Quality and Versatility:** CFLs provide the same bright, warm, welcoming light as incandescent bulbs. They're available in a wide variety of sizes, shapes and styles, so you can use them indoors or outdoors in virtually any light fixture.

### **What is ENERGY STAR?**

- You're probably familiar with the ENERGY STAR name but may not be familiar with exactly what it stands for.
  - ENERGY STAR is the symbol for energy efficiency. It is a voluntary, federally backed program to help consumers quickly and easily identify products that save money on their utility bills and that are easier on the environment.
  - Products that earn the ENERGY STAR label meet strict energy efficiency criteria set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
  - In addition to lighting, products in more than 35 different categories have earned the ENERGY STAR label, and the list continues to grow!



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**CHANGE A LIGHT, CHANGE THE WORLD IN INDIANA**

**Consumers Save Money, Energy and the Environment with The Twist of Energy Efficient Light Bulbs – Over 2.5 Million CFLs Sold Through the *Change A Light* Program**

**INDIANAPOLIS, IN (October 1, 2007)** – The Midwest Energy Efficiency Alliance and Indianapolis Power & Light Company (IPL) are launching the 2007 *Change A Light, Change The World* campaign to help consumers save money and energy with a twist of an ENERGY STAR® qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

Since 2001, MEEA and its sponsors have sold more than 2.5 million CFLs, saved nearly 1 billion kWh of energy, and avoided the release of 2.7 million tons of CO<sub>2</sub> emissions into the environment. *Change A Light, Change The World* has attracted 17 sponsoring companies and over 500 retail organizations throughout the Midwest to coordinate a public message and collaborate around a critical initiative.

From October 1 through December 31, 2007, Indianapolis Power & Light Company (IPL) and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Indiana residents to “Change the World” one light, one step at a time by replacing their home’s five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save at least \$60 a year in energy costs in addition to protecting the environment.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. MEEA and its sponsoring partner are helping Indiana residents make the simple switch to energy-efficient lighting by offering \$2 instant rebates on ENERGY STAR qualified CFL purchases while supplies last. With the instant rebates, the CFLs will sell for as little as \$0.99 at select retail locations. For more information about the "*Change a Light, Change the World*" campaign, call 888-476-9548 or visit [www.mwalliance.org/cal2007](http://www.mwalliance.org/cal2007).

### **About Indianapolis Power & Light Company (IPL)**

Indianapolis Power & Light Company (IPL) provides retail electric service to about 460,000 residential, commercial and industrial customers in Indianapolis, as well as portions of other Central Indiana communities surrounding Marion County. During its long history, IPL has supplied its customers with some of the lowest-cost, most reliable power in the country. For more information, visit [www.IPLpower.com](http://www.IPLpower.com).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

###

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## **CHANGE A LIGHT, CHANGE THE WORLD**

### **Consumers Save Money, Energy and the Environment with The Twist of Energy Efficient Light Bulbs – Over 2.5 Million CFLs Sold Through the *Change A Light* Program**

**SPRINGFIELD, MO (October 1, 2007)** – City Utilities of Springfield (CU), the Missouri Department of Natural Resources and the Midwest Energy Efficiency Alliance are launching the 2007 *Change A Light, Change The World* campaign to help consumers save money and energy with a twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

Since 2001, MEEA and its sponsors have sold more than 2.5 million CFLs, saved nearly 1 billion kWh of energy, and avoided the release of 2.7 million tons of CO<sub>2</sub> emissions into the environment. *Change A Light, Change The World* has attracted 17 sponsoring companies and over 500 retail organizations throughout the Midwest to coordinate a public message and collaborate around a critical initiative.

From October 1 through December 31, 2007, Missouri's sponsor organizations and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Missouri residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save at least \$60 a year in energy costs in addition to protecting the environment.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign.

MEEA and its sponsoring partner are helping Missouri residents make the simple switch to energy-efficient lighting by offering \$2 instant rebates on ENERGY STAR qualified CFL purchases while supplies last.

With the instant rebates, the CFLs will sell for as little as \$0.99 at select Ace Hardware locations.

Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by generating approximately 75 percent less heat than standard incandescent lighting, and lasting up to

10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient CFLs.

For more information about the "*Change a Light, Change the World*" campaign, call 888-476-9548 or visit [www.mwalliance.org/cal2007](http://www.mwalliance.org/cal2007).

### **About City Utilities of Springfield (CU)**

City Utilities of Springfield (CU) is a progressive, community-owned utility serving southwest Missouri with electricity, natural gas, water, telecommunications and transit services. City Utilities' 100,000 customers enjoy utility prices among the lowest in the United States, the convenience of one bill for all utilities, and dependable hometown services delivered with a personal touch. For more information, visit [www.cityutilities.net](http://www.cityutilities.net).

### **About The Missouri Department of Natural Resources**

The Missouri Department of Natural Resources preserves, protects, restores and enhances Missouri's natural, cultural, and energy resources and works to inspire their enjoyment and responsible use for present and future generations. For more information, visit <http://www.dnr.mo.gov/energy/changealight.htm>.

### **About Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have

become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

###





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**CHANGE A LIGHT, CHANGE THE WORLD IN MINNESOTA**

**Consumers Save Money, Energy and the Environment with The Twist of Energy Efficient Light Bulbs – Over 2.5 Million CFLs Sold Through the *Change A Light* Program**

**ROCHESTER, MINN. (October 1, 2007)** – The Southern Minnesota Municipal Power Agency (SMMPA), The Minnesota Department of Commerce and The Midwest Energy Efficiency Alliance are launching the 2007 *Change A Light, Change The World* campaign to help consumers save money and energy with a twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment. Since 2001, MEEA and its sponsors have sold more than 2.5 million CFLs, saved nearly 1 billion kWh of energy, and avoided the release of 2.7 million tons of CO<sub>2</sub> emissions into the environment. *Change A Light, Change The World* has attracted 17 sponsoring companies and over 500 retail organizations throughout the Midwest to coordinate a public message and collaborate around a critical initiative.

From October 1 through December 31, 2007, Minnesota's sponsoring organizations and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save at least \$60 a year in energy costs in addition to protecting the environment.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign.

MEEA and its sponsoring partner are helping Minnesota residents make the simple switch to energy-efficient lighting by offering \$2 instant rebates on ENERGY STAR qualified CFL purchases while supplies last. With the instant rebates, the CFLs will sell for as little as \$0.99 at select Ace Hardware and Hardware Hank locations.

Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by generating approximately 75 percent less heat than standard incandescent lighting, and lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient CFLs.

For more information about the "*Change a Light, Change the World*" campaign, call 888-476-9548 or visit [www.mwalliance.org/cal2007](http://www.mwalliance.org/cal2007).

### **About The Southern Minnesota Municipal Power Agency (SMMPA)**

The Southern Minnesota Municipal Power Agency (SMMPA) was created in 1977. SMMPA provides eighteen municipally owned utilities, located mostly in south-central and southeastern Minnesota, with commercial, industrial and residential related services and products that help them serve the energy needs of their combined 92,000 retail customers reliably and cost-efficiently. For more information, visit [www.smmpa.com](http://www.smmpa.com).

### **About The Minnesota Department of Commerce**

The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

### **About Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions

to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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